

# LIFE



THE NEW RED AIR FORCE  
CAMERON HAWLEY ON DE SAPIO:  
A CITY BOSS GOES NATIONAL

HENRY FONDA  
AS 'MR. ROBERTS'  
OF MOVIES

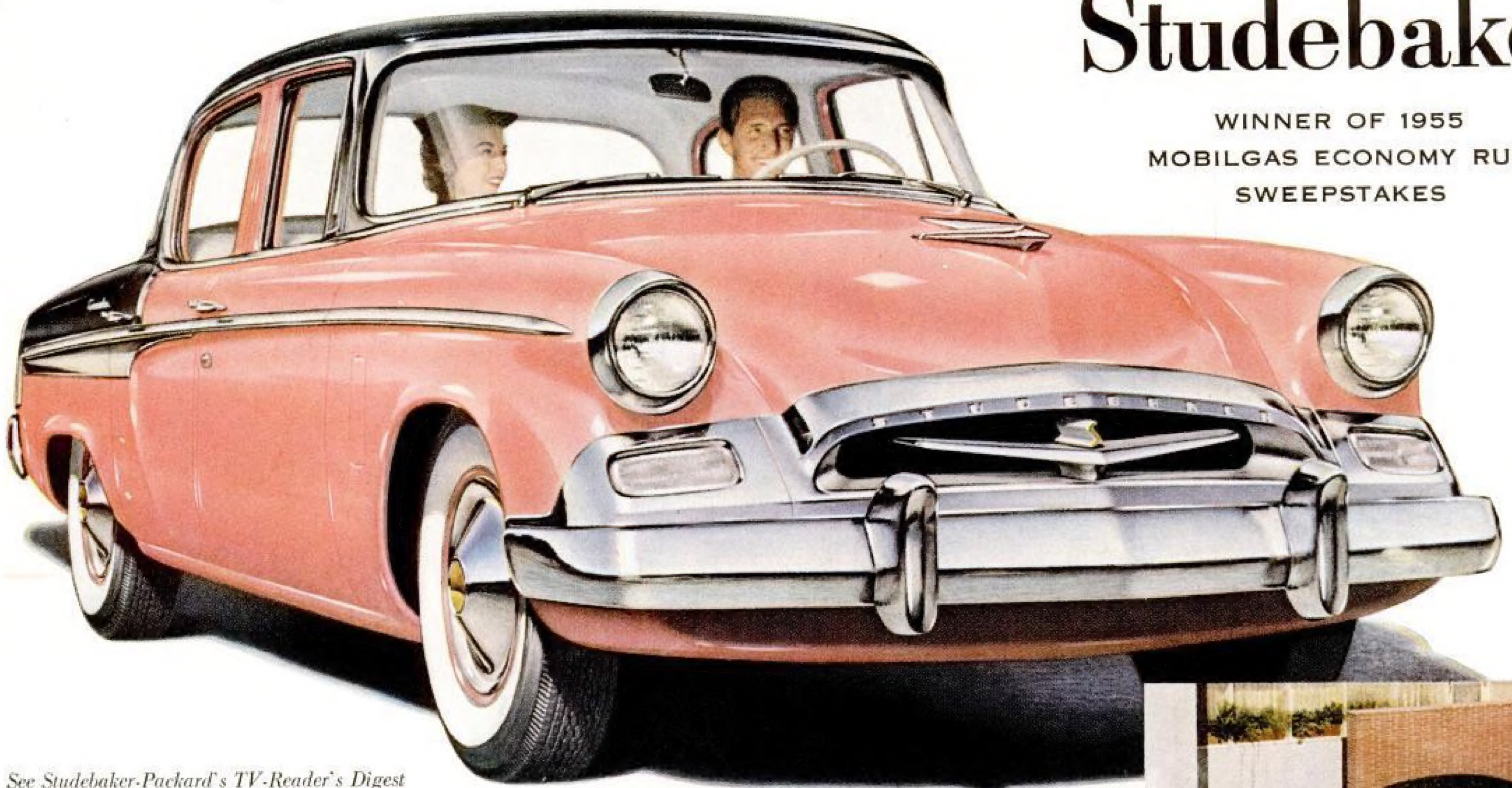
20 CENTS

JUNE 6, 1955



# You're ahead every way with a Studebaker!

WINNER OF 1955  
MOBILGAS ECONOMY RUN  
SWEEPSTAKES



See Studebaker-Packard's TV-Reader's Digest  
—a weekly feature on ABC television network



## Roomy interiors of distinction!

Sparkling color combinations for every taste! Superb blends of rich fabric and smart vinyl—harmonizing beautifully with each car's two-tone or single-tone exterior. Created especially for these advanced Studebakers by famous designers!

## Sensational passing power for your safety!

Few cars on the road today respond faster than the brilliant-performing advanced Studebakers. You always have terrific zip and pep at your command for emergency passing. When climbing steep grades, your Studebaker amazes you. You can literally feel it pick up power all the way to the top.



**Advanced visibility and power!  
Smarter than ever color schemes!  
The No. 1 car in gas economy!  
Low-level competitive prices!**

UNEXPECTED new money's worth for you! Advanced 1955 Studebakers—at no increase in prices!

Smart-looking Studebaker Presidents and Commanders—with the zooming power of spectacular Passmaster and Bearcat V-8 engines! A distinctive Studebaker Champion—with the surging response of a thrill-filled Victory 6!

Award-winning Studebaker style! Exciting exterior and interior color schemes! The welcome safety of increased visibility!

See your Studebaker dealer. Get a gas-saving advanced Studebaker... so much better made... worth more when you trade!



## Delightfully easy steering!

Studebaker is one of America's easiest cars to park and maneuver. It has instantly responsive center-point, symmetrical steering linkage. Power steering extra cost.



## Brakes that really take hold!

Studebaker brake linings are exceptionally large—and the braking action is self-centering and self-energizing for swift, sure stopping. Power brakes, too, at extra cost.



**Top honors again in Mobilgas Economy Run!**  
A Studebaker Commander V-8 with automatic drive won Mobilgas Economy Run Grand Sweepstakes—second straight year of triumph for Studebaker!

**STUDEBAKER DIVISION OF STUDEBAKER-PACKARD CORPORATION  
...ONE OF THE 4 MAJOR FULL-LINE PRODUCERS OF CARS AND TRUCKS**



# ENTIRELY NEW KIND OF LEAD PENCIL!



*The pencil you never have to sharpen  
... has a lead that never breaks!*

## New Parker ♦ Liquid Lead Pencil

• It's the new kind of "ball-point" lead pencil that writes with real pencil graphite in a remarkable *new form*. It's completely erasable, washes off all fabrics. The Parker LL Pencil never needs sharpening. Its point can never break. It's *always ready to write*. And it writes thousands and thousands of

words effortlessly on one 39¢ filler that feeds automatically.

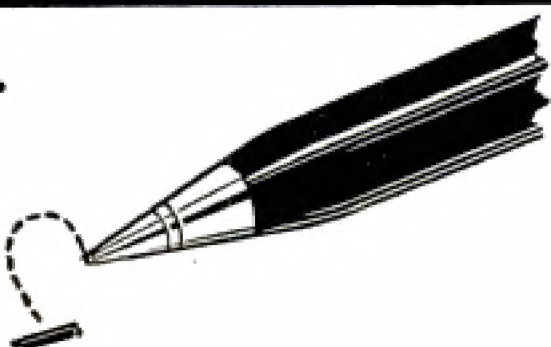
The Parker LIQUID LEAD "ball-point" pencil has no push-button to fuss with or break. The lead is self-retracting—actually withdraws from the writing point when not in use. Stops leaking, smearing, "writing"

in your pocket! No more messy, seeping ball point pens—no more sharpeners, shavings, unusable pencil stubs. With a Parker LL Pencil you just *write*. Try this fascinating new Parker invention at your pen counter today. Deluxe model \$3.95.

PARKER ♦ LL, Liquid Lead, Arrow are trade-marks of  
The Parker Pen Company

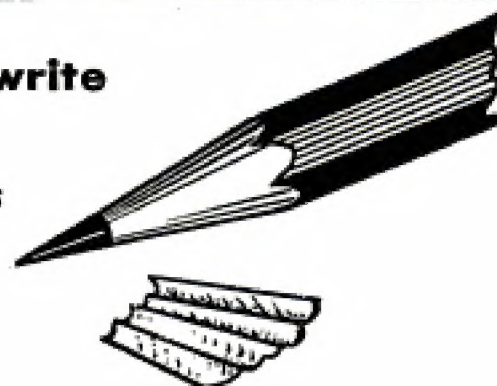
### Point never breaks.

*In fact, it can't break! Always rolls the words on paper smoothly, evenly.*



### It's always ready to write

*—clear and clean for thousands and thousands of words! Never needs sharpening.*



### Erases in a jiffy.

*Easy as can be! And the writing won't smudge on you or the paper.*



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**LIFE**  
June 6, 1955

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Volume 38  
Number 23



## Russians eat humble pie

In Belgrade, Russia's Nikita Khrushchev and Nikolai Bulganin admit errors to Tito. And West gets first close-up look at men who run Moscow.



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## "Not a man in sight..."

As I was driving along a country road with four other women as my guests a tire went flat. My heart sank with it, for my tire-changing experience was nil and the road was empty of aid. Pulling to the side, I hunted out the tools, remarking as I did so:

"Not a man in sight, of course. What we need is an angel from heaven!"

Imagine our astonishment when a cheery voice above our heads said, "I'll be down in a minute, lady." Unknowingly, I had stopped beside a telephone pole at the top of which sat our "angel"—a line repairman.

*From the Reader's Digest feature, Life in These United States... "true stories showing appealing or humorous sidelights on the American scene."*



## A Friend in Need

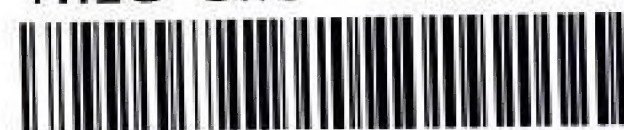
We got a chuckle out of that little story and we hope you did too. Best thing about it is that it isn't an isolated case.

Many a time each day, telephone men and women go out of their way to help someone in trouble. Their friendly, neighborly spirit is one of the nice things about telephone service.

BELL TELEPHONE SYSTEM



This One



LOKD-PB2-T2W2

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*Often* a bridesmaid . . .  
*Never* a bride

Most of the girls of her set were married . . . but not Eleanor. It was beginning to look, too, as if she never would be. True, men were attracted to her, but their interest quickly turned to indifference. Poor girl! She hadn't the remotest idea why they dropped her so quickly . . . and even her best friend wouldn't tell her.

Why risk the stigma of halitosis (bad breath) when Listerine Antiseptic stops it so easily . . . so quickly.

**No Tooth Paste Kills Odor Germs Like This . . . Instantly**

Listerine Antiseptic does for you what no tooth paste does. Listerine instantly kills germs—stops bad breath (halitosis) instantly, and usually for hours on end.

Far and away the most common cause of bad breath is germs. You see, germs cause fermentation of proteins, which are always present in the mouth. *And research shows that your breath stays sweeter longer, the more you reduce germs in the mouth.*

Tooth paste with the aid of a tooth brush is an effective method of oral hygiene. But no tooth paste is antiseptic . . . no tooth paste gives you the proven Listerine Antiseptic method—banishing bad breath with super-efficient germ-killing action.

**Listerine Clinically Proved  
Four Times Better Than Tooth Paste**

Is it any wonder Listerine Antiseptic in recent clinical tests averaged at least four times more effective in stopping bad breath odors than the chlorophyll products or tooth pastes it was tested against? With proof like this, it's easy to see why Listerine belongs in your home. Every morning . . . every night . . . before every date, make it a habit to use Listerine, the most widely used antiseptic in the world.



**LISTERINE ANTISEPTIC  
STOPS BAD BREATH**  
4 times better than any tooth paste



# SECRETARY AND BOSS AGREE . . .



Dear Mr. R --

I'm tickled pink with my new blue IBM "Executive"! It's so easy to use! They tell me it took 2 pounds of pressure to work every key on my old manual -- with my IBM it takes less than 3 ounces! And my work goes so much faster . . . the old daily "crisis" is a thing of the past! So thanks a million for IBM "power-typing" -- I just plain love it!

Dear Miss S --

The pleasure's half mine! Those "Executive" letters you've been turning out on your new IBM are so handsome, they look as though they were printed. I know they help build company prestige -- actually open doors for us! So you'll be seeing more IBM Electrics around here soon. We know they'll pay for themselves in increased efficiency and prestige!

Only IBM makes a complete line  
of electric typewriters

IBM makes 32 models including this STANDARD and the EXECUTIVE shown above. They come in a wide variety of type faces and in 7 handsome colors. You're sure to go electric—make sure you go IBM!

• For more information or a demonstration call your nearest IBM office or write to International Business Machines Corporation, 590 Madison Avenue, New York 22, New York.



**IBM**  
TRADE MARK

**ELECTRIC  
TYPEWRITERS**

**... OUTSELL ALL OTHER ELECTRICS COMBINED!**

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check:

check the features in this billfold: it's slim, it's neat, yet it has all the windows you need

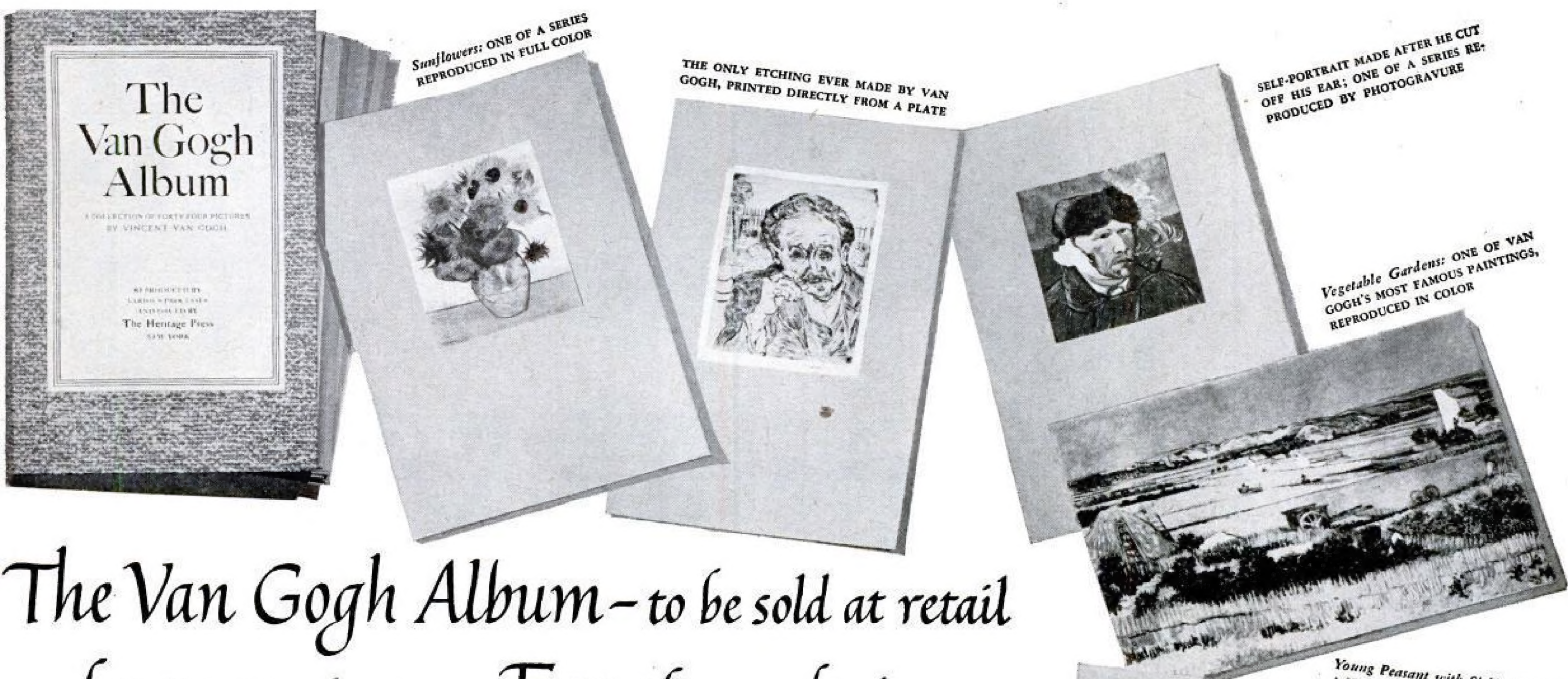


Notice the sleek new molded shape of this billfold. No bulk, no bulges—in the hand *or* in the pocket. A smooth curve of leather keeps all your cards and photographs discreetly hidden, opens to show them with a flick of the finger. The exclusive Buxton Flickbar lets you add or replace windows as simply as working a looseleaf binder. There's a secret compartment for big bills, too. *Contour* billfold shown (left) with passcase open in Gahna Rancho Cowhide, \$7.50. Matching *Contour* Key-tainer, \$3.75. Other leathers, colors.

ALL PRICES PLUS TAX

the new  
**Contour**  
billfold  
by  
**BUXTON**  
best for your money





# The Van Gogh Album—to be sold at retail for \$13.50—is yours Free if you obtain a Membership in The Heritage Club at this time!

Now—but for a brief time only!—you can obtain a unique collection of the world's classics, illustrated by the world's great artists and well printed on permanent papers—for the same price as ordinary books!

AND you will obtain *The Van Gogh Album* free!

## WHAT IS THE VAN GOGH ALBUM?

Well, it is something new, beautiful too.

It is about 11 by 14 inches in size. It is a strong portfolio in which you will find *mounted prints* of twenty of Vincent Van Gogh's most famous paintings. Some of these paintings have been reproduced by the photogravure process in a deep and velvety black; some have been reproduced in sanguine; and some have been reproduced in full color by lithography.

Only the fact that the costly plates, for the reproduction of these paintings, were used in the famous edition of *Lust for Life* published by The Heritage Press, enables us to offer this Album at retail for \$13.50.

Yet a copy of the Album will be *given* to you, as a gift from the directors of the Club, if you obtain a membership in the Club at this time!

**YOU MAY KNOW**—indeed, you *should* know—that the membership rolls of The Heritage Club are not always open for new members. When this does happen, you are offered an unusual opportunity which you should be alert to seize. Through this advertisement, you are now offered the best such opportunity in twenty years!

For now The Heritage Club is preparing the announcement of the Twentieth Anniversary Series of its fine books; the membership rolls are opened to new members for a brief time—for a brief time *only!*—and special privileges will exist for new members.

**THE HERITAGE CLUB** distributes to its members "the classics which are our heritage from the past, in editions which will be the heritage of the future." These books are not falsely *de luxe*, nor are they old editions dressed up for a new market. In all the crush of "book clubs" there is none at all like The Heritage Club. For the Heritage books are especially designed by the most famous typographers, illustrated by the greatest artists, carefully printed on papers which have been chemically tested to assure a life of at least two centuries, then handsomely bound and boxed.

So you may find this next statement hard to believe; but nevertheless it is true, and it seems a principal reason for the continuing success of this Club's co-operative plan: *the members obtain these books for the same price that they are called upon to pay for ordinary rental library novels!* Each member pays only \$3.95 for each book—or as low as \$3.55, or even as low as \$3.35 if he takes advantage of the special discounts.

Now a handsome Prospectus is being prepared for this Twentieth Anniversary Series. In this Prospectus are described the books especially made for the members.

If you apply for one of the newly created memberships you will be able to obtain books like these:

*Rousseau's Confessions* illustrated by William Sharp; and *Green Mansions* with paintings by Covarrubias; and *Moby Dick* illustrated by Boardman Robinson; and *The Arabian Nights Entertainments* illustrated by Arthur Szyk; and Dostoevsky's *The Idiot* illustrated by Fritz Eichenberg; and *Camille* illustrated by Bernard Lamotte; and *Oedipus Rex*; and *The Education of Henry Adams*, and *The Red Badge of Courage*...

These are only some of the remarkable treasures which you may have. Yet, if it should happen that you do not want any of these books, there is a list of fifty Heritage books-in-print—as available substitutions!

Additionally, to celebrate this Twentieth Anniversary Series, you will have the privilege of a discount of ten per cent if you take the Regular Quota Membership or fifteen per cent if you take the Full Quota.

**THERE HAVE BEEN** great book bargains before, of course, and there will be again. But it seems safe to say that never in the history of book publishing has a *greater* bargain than this been offered to wise buyers.

Indeed, you are now invited to put that statement to the test! If you will fill out the coupon printed below and mail it to The Heritage Club, you will be sent a copy of the descriptive Prospectus. Also, one of the available memberships will be reserved for you.



## Reservation Coupon

To THE HERITAGE CLUB,  
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Please send me a copy of your Prospectus, in which are described the books to be distributed to the *new members* in the coming Twentieth Anniversary Series, and send me also a circular more completely descriptive of THE VAN GOGH ALBUM. I understand that, if I send you my application at this time, I will be entitled to have a copy of THE VAN GOGH ALBUM [retail price, \$13.50] without cost; and that you will now reserve a Membership for me, awaiting my formal application.

NAME, PLEASE PRINT

ADDRESS

CITY & STATE L-20



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NEW!

NEW!

FACE POWDER DISCOVERY

*Powder Your Face  
with Lanolin...*

**and you'll powder on a  
perfectly lovely complexion!**

Want a complexion that looks smooth, flawless, *perfectly lovely*?  
Then powder your face with Lady Esther's exciting new  
"whirled-in-lanolin" face powder.

It's Lady Esther's new discovery . . . loose powder whirled in  
lanolin. The result is a soft, delicate face powder that goes on  
smoother, stays on longer, gives your skin the magical benefit of  
lanolin every time you powder your face!

It's like a wonderful miracle . . . the way it softens lines, con-  
ceals flaws, gives you a *perfectly lovely* complexion!

For beauty's sake—don't wait to try it—Lady Esther's new  
"whirled-in-lanolin" face powder. In ten flattering shades at  
all cosmetic counters.



29¢ and 59¢+tax  
Ask to see the stunning new  
Boudoir Box \$1.10+tax

*Lady Esther*  
lanolin-rich  
**FACE POWDER**

© 1955, Lady Esther



*Why wait until your income  
improves to give your family  
the protection they need today?*



# Now—this New York Life policy provides permanent life insurance at a lower rate for the first 3 years!

## TODAY

You can apply for \$5,000 or more life insurance protection for your family at a low rate. Physical examination may not be necessary if you're in good health and between the ages of 10 and 40.

## 3 YEARS FROM NOW

—the premium increases by about 18%. However, dividends can then be used to reduce premium payments so the net outlay could be substantially less. And cash values continue to grow.



New York Life has a policy that lets you buy a substantial amount of *permanent* life insurance right now at a low rate. Then, at the end of the third year, when you'll probably be in a better financial position, the premium rate increases. But at the same time, dividends you receive could be sufficient to offset the premium increase.

We call this modern policy "Life Modified Three"—"LM-3" for short. It makes it easier for any up-and-coming man to get the life insurance he needs before he's reached his full earning power. And by taking it out now, there's the added advantage of the lower premium rates in effect for younger men. What's more, LM-3 builds generous cash and loan values—available for any emergency. And if you're in good health, and between the ages of 10 and 40, you may not have to take a physical examination.

Ask your New York Life agent about this budget-wise new LM-3 policy—or mail the coupon today! LM-3 is available throughout the U. S., Hawaii, Alaska and Canada. New York Life is 110 years old and is one of the strongest legal reserve life insurance companies in the world.

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Age at issue	Annual Premium First 3 years	Annual Premium After 3 years
25	\$ 82.70	\$ 97.30
35	\$111.10	\$130.70
45	\$161.25	\$189.70

Dividends can be applied to reduce premium payments, and could be sufficient to offset the increase in premiums beginning the third year.

### MAIL THIS COUPON TODAY!

New York Life Insurance Company, Dept. L-8  
51 Madison Avenue, New York 10, N. Y.  
(In Canada: 320 Bay Street, Toronto, Ontario)

Please furnish me, without any obligation, full information  
on your new LM-3 policy, minimum amount \$5,000.

NAME \_\_\_\_\_ AGE \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**NEW YORK LIFE**  
INSURANCE COMPANY

A MUTUAL COMPANY  FOUNDED IN 1845

The New York Life Agent in Your Community is a Good Man to Know



IN JUST 5 EXTRA SECONDS YOU CAN

# Set pin-curls that

Only *Revlon* has it! Here's

Just pin and spray for curls that stay... soft and lovable!



Set pin-curls just as you usually do... either damp or dry.



Then, a quick spray of new Revlon 'Satin-Set'... that's all!

**Just think! Soft, lasting pin-curls with the speed of a spray!**

**No dabbing, no special pins, no spilly chemicals, no lacquer!**

**It never leaves your hair stiff, sticky or flaky!**

Who *wants* to pin up curls every night? Not you! But you *do* want soft, natural, cared-for curls... all the time! And now you can have them *without* nightly pin-ups, *without* fuss or muss... thanks to new Revlon 'Satin-Set'! It's the one and only pin-curl spray-set... takes just *five extra seconds*... gives you soft pin-curls that last for days! And new 'Satin-Set' won't dull or discolor... it's even safe for tinted or bleached hair!

New Revlon 'Satin-Set' keeps hair in place, too, without lacquer... lets you renew waves with the touch of a damp comb... shampoos out completely! 'Satin-Set' has anti-humidity action to keep curls in, even on damp days! And it's *good* to hair (even little girls' curls) because Revlon has added precious Lanolite, three ways better than lanolin itself. It leaves hair soft, smooth, shining! Do buy new Revlon 'Satin-Set' today!



# last twice as long!

freedom, at last, from nightly pin-ups!



Let dry, comb out . . . for soft,  
natural pin-curls that last days longer!

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NEW *Revlon*  
**'SATIN-SET'**  
PIN-CURL SPRAY-SET



GENEROUS SIZE

**135**

plus tax

ECONOMY SIZE

**200**

plus tax

CONTAINS  
LANOLITE

It's the one and only Pin-Curl Spray-Set... for that *Revlon* look!



## SPEAKING OF PICTURES



LEONARD McCOMBE WAS NAMED MAGAZINE PHOTOGRAPHER OF THE YEAR FOR A PORTFOLIO WHICH INCLUDED THIS SHOT FROM HIS STORY "RIO: PORTRAIT"



THIS PICTURE OF A LOW TABLE AND DOG WHICH APPEARED IN A LIFE STORY ON LOW-DOWN FURNITURE HELPED YALE JOEL WIN THE RUNNER-UP SPOT AS



# WINNING GROUP

These four photos helped LIFE men get top prizes

This week at the Twelfth Annual News Pictures of the Year Photo Competition, oldest and largest news photo contest in the world, LIFE photographers are walking off with more prizes than those of any other publication. LIFE Cameramen Leonard McCombe, Hank Walker, Yale Joel, Ralph Morse and Ralph Crane won nine of the 47 awards. The contest is sponsored by the National Press Photographers Association and the Encyclopaedia Britannica. On these pages are four of their prize pictures. A top award went to McCombe, who was named Magazine Photographer of the Year.



**FIRST PRIZE** for a magazine picture story was given to Hank Walker who followed an auto crash victim through a long night.

**FIRST PRIZE FOR GENERAL NEWS PICTURE** WENT TO RALPH MORSE FOR SHOT OF "NAUTILUS" GOING DOWN FOR DIVE



OF A STARTLING CITY" (LIFE, NOV. 1)



MAGAZINE PHOTOGRAPHER OF YEAR





**EVEN IF YOU BRUSH YOUR TEETH  
ONLY ONCE A DAY  
Colgate Dental Cream  
Gives The Surest Protection  
All Day Long!**



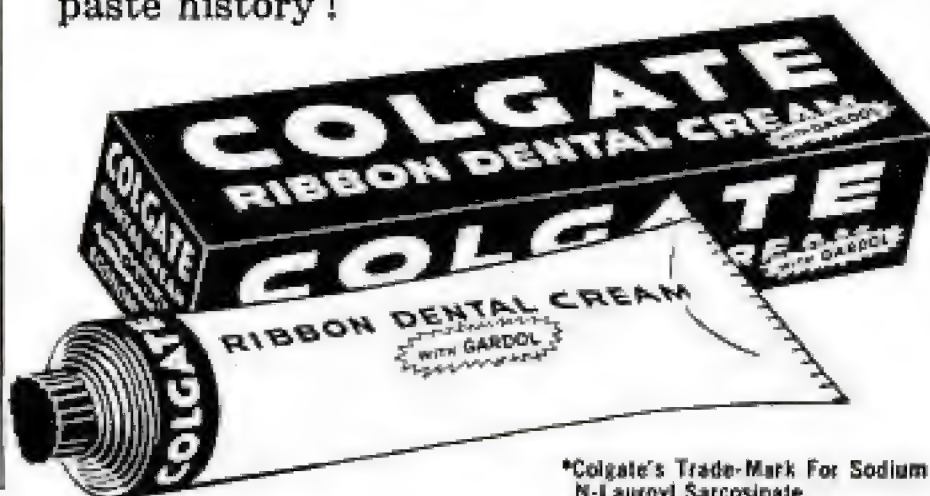
**Brushing For Brushing, It's The Surest Protection  
Ever Offered By Any Toothpaste! Because Only Colgate Dental Cream  
—Of All Leading Toothpastes—Contains Gardol\*  
To Guard Against Tooth Decay Longer—Stop Bad Breath Instantly!**



Gardol, Colgate's wonderful new decay-fighter, forms an invisible shield around your teeth. You can't feel it, taste it, or see it—but Gardol's protection won't rinse off or wear off all day. That's why Colgate Dental Cream with Gardol fights tooth decay 12 hours or more!

**ASK YOUR DENTIST HOW  
OFTEN YOU SHOULD BRUSH YOUR TEETH!**

But remember! Even if you brush only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



\*Colgate's Trade-Mark For Sodium N-Lauroyl Sarcosinate.

**Every Time You Use It... New Colgate Dental Cream  
CLEANS YOUR BREATH *WHILE IT* GUARDS YOUR TEETH!**

**WINNING GROUP CONTINUED**

**THE FOUR CAMERAMEN**



**LEONARD McCOMBE**

By winning Magazine Photographer of the Year award, McCombe became first man to win it twice. His first time was for 1949. In the past year the important stories he covered for LIFE have included Hinduism, Jackie Gleason and the revolution in Guatemala.

**HANK WALKER**

Starting out as a newspaper photographer, Walker became a Marine correspondent in World War II. He joined LIFE's staff in 1950 and was sent to Korea in 1951. Now he covers Washington, D.C., has won several prizes for his White House news pictures.



**YALE JOEL**

Joel, a professional photographer for 17 years, never entered a photographic contest until 1952. For that year he was named Magazine Photographer of the Year. Joel's color essay, "New Shine for the Circus," will appear in LIFE in the issue of June 20.



**RALPH MORSE**

While still in high school, Morse wanted to be a news-reel photographer but could not scrape up \$1,000 to join the union. So he became a still photographer. His recent LIFE stories include essays on man in the jet age and an Italian-American family.







## What could taste more Italian than this Spaghetti Sauce with Meat?

**I**F YOU WANT to glorify your home-cooked spaghetti, here's the way to do it. Top it with generous pourings of our FRANCO-AMERICAN Spaghetti Sauce with Meat.

This is a rich, thick, savory *meat* sauce that tastes just like the slow-simmered kind Italians themselves take hours to make.

The recipe for our sauce is really quite complicated. Naturally, it includes meat—lots of quality beef, chopped into juicy bits. And there are thir-

teen other "flavor-building" ingredients—such as tomatoes and onions and parsley, garlic and spices.

If you cooked a sauce like this at home, it would use up a lot of your time and patience. But when you serve Franco-American Spaghetti Sauce, all you have to do is heat it! *Three or four minutes!*

Everybody's sure to ask where you got your recipe for this delicious Italian-style sauce. (If you want to take the credit, go ahead. *We won't tell.*)

And when you consider it costs less than 8 cents

a serving—well, don't you think you owe it to your good, home-cooked spaghetti to keep plenty of Franco-American Spaghetti Sauce on hand?

**Franco-American**  
**SPAGHETTI SAUCE**  
**WITH MEAT**



You owe it to yourself to taste this  
lighter, milder, lower-priced bourbon

# OLD TAYLOR 86



**Y**OUR VERY first glass will show you that OLD TAYLOR 86 is the finest straight bourbon whiskey you've ever tasted.

Only a superbly rich bourbon like OLD TAYLOR has the deep, mellow character to retain its extra-satisfying flavor in this lighter, milder, lower-priced 86 proof bottling.

Here is the lightest, mildest *good* bourbon made—a worthy companion-whiskey to famous bonded OLD TAYLOR—"The Noblest Bourbon of Them All." Try it!



KENTUCKY STRAIGHT BOURBON WHISKIES • THE OLD TAYLOR DISTILLERY CO., FRANKFORT & LOUISVILLE, KY.





## New G-E Portable Steam Iron Weighs Only 1 $\frac{3}{4}$ Pounds... Does All Pressing Jobs Quickly, Easily!

**Lightweight, AC-DC steam and automatic dry iron folds up for easy storage...costs only \$14.95.\***

**Never before** has there been an iron that weighs so little . . . and yet does such an efficient job!

Special ironing and pressing jobs like delicate ruffles . . . shirt sleeves . . . accordion pleats . . . can be done *in less time* with this new G-E!

No need to "bear down" to get out wrinkles. Heat and moisture, not weight, are what smooth

out the most difficult wrinkles without effort. There's plenty of steam in this new portable to do a perfect job!

Without the bulb, it becomes a fine automatic dry iron. And it works on both AC and DC!

Keeping clothes always crisp and fresh looking is *easy* with the new G-E Portable Steam Iron.

General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

*\*Manufacturer's recommended retail or Fair Trade price.*

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



**OPEN HANDLE AND COMPACT DESIGN** let you do more jobs more easily. You save time and yet do a professional-looking job.

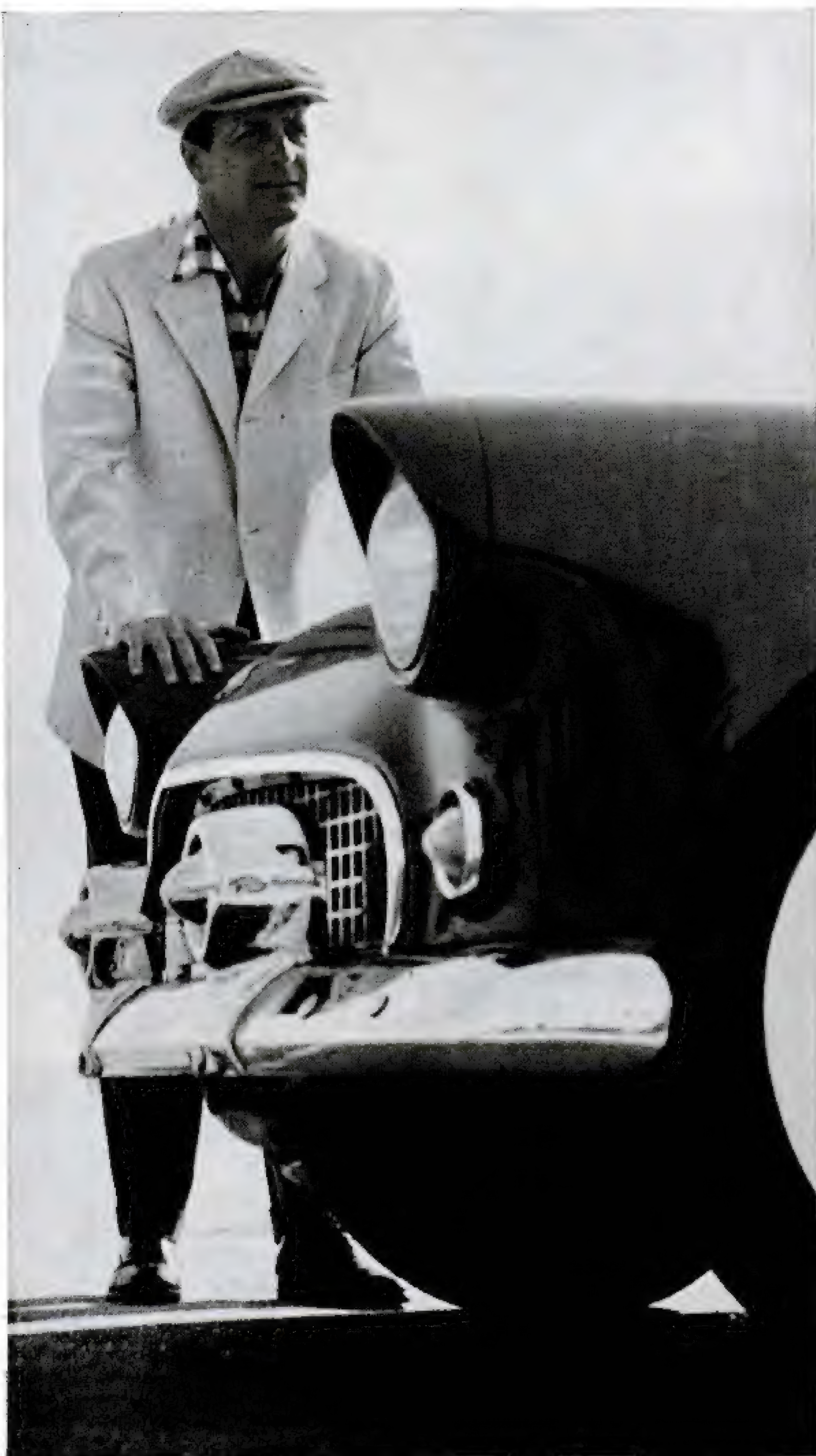


**SUCH A HELP IN SEWING** because it's the handiest of all irons for pressing seams, darts and tucks, steaming pleats, ironing out wrinkles as you go.



**IDEAL FOR TRAVELING** because it's so compact. Iron slips into its own carrying case. Takes up no more space than a pair of slippers.





**"Put in Quaker State! I want my new car to stay new!"**

To keep *your* new engine in perfect form month after month, ask for the oil so many new car dealers use, Quaker State! Quaker State takes costly 100% Pure Pennsylvania Grade Crude Oil, puts it through a special, ultra-modern process of refining and improving, ends up with motor oils of unbeatable quality and endurance. For new cars—old cars—all cars, get Quaker State for finest lubrication and protection. Look for the famous green and white sign, America's "Q" for Quality for more than half a century!



**QUAKER STATE OIL REFINING CORPORATION, OIL CITY, PA.**  
Member Pennsylvania Grade Crude Oil Association

## LETTERS TO THE EDITORS

### BIRDS IN SPRING

Sirs:

The poetic eloquence of Alfred Eisenstaedt's "Birds in Spring" (LIFE, May 16) is beyond words.

JANE RABORG

Downey, Calif.

### REVOLUTION IN VIETNAM

Sirs:

Your editorial ("Revolution in Vietnam," LIFE, May 16) is wonderful. It clearly brought up the question of legitimacy. As a student from Vietnam and a fervent admirer of the American Revolution, I should like to add: "What does Bao Dai have in order to claim that 'needed legitimacy'? A smashing record of moral bankruptcy, a dissolute life far away from his country during its darkest hours?" To most of us Vietnamese, Bao Dai represents an object of pity rather than distaste.

BA P VO

University of Minnesota  
Minneapolis, Minn.

### REVOLUTION IN THE U.S.

Sirs:

Your editorial ("Revolution in the U.S.," LIFE, May 16) has ignored the real reason for America's success. All the things we hold dear are products of a middle-class society: freedom of religion, speech, the press, and the concept that the people are capable of acting intelligently. If we have anything at all to say to the world it is not high-sounding doubletalk but the "middle-class way," a social and economic system which is outstanding because of its unprecedented success.

J. H. BRUENING

Gainesville, Fla.

### LOSE EARTHLY SHACKLES

Sirs:

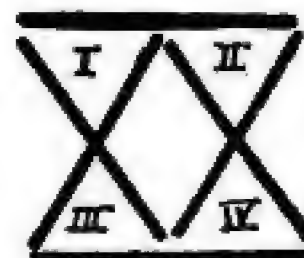
Your article, "The Course Where Students Lose Earthly Shackles" (LIFE, May 16), was stimulating. A course of this kind should be required for all college students and particularly for prospective schoolteachers. This interest in creativeness might even find use for the wonderfully fertile imaginations of our children.

JEAN MORRIS

Anaheim, Calif.

Sirs:

Having read "The Course Where Students Lose Earthly Shackles," I tried to stump my wife with the problem of the six matches. She certainly did fall for the false assumption that all the matches had to be placed in a single plane—and it didn't frustrate her a single bit. She went right ahead and solved the problem by placing the matches as follows (above), forming the required "four equal-sided triangles" and in a single plane.



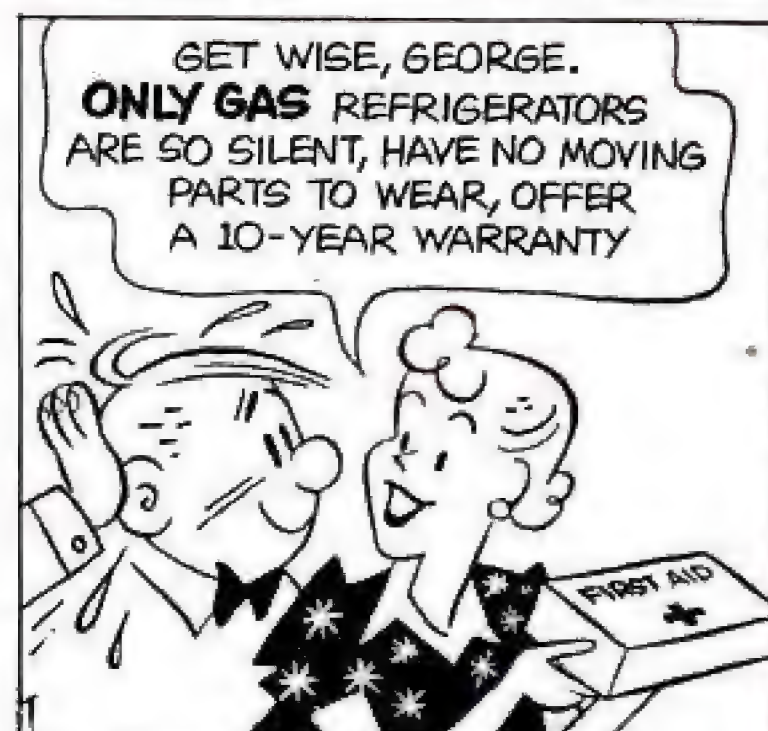
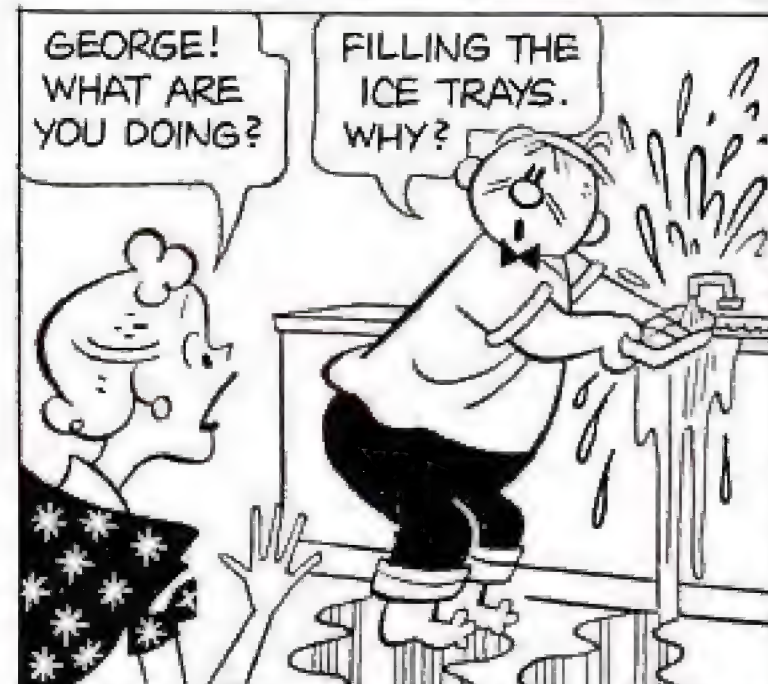
JEROME MEDOFF

New York, N.Y.

Sirs:

Columbia, Rutgers and Buffalo universities all have courses in creative thinking. General Electric, Radio Corporation of America, Arthur D. Little,

CONTINUED ON PAGE 20





# Amazing Milk Discovery!

## Carnation Instant

### Not like any other

*Not a powder, not a flake  
~ only Carnation has*

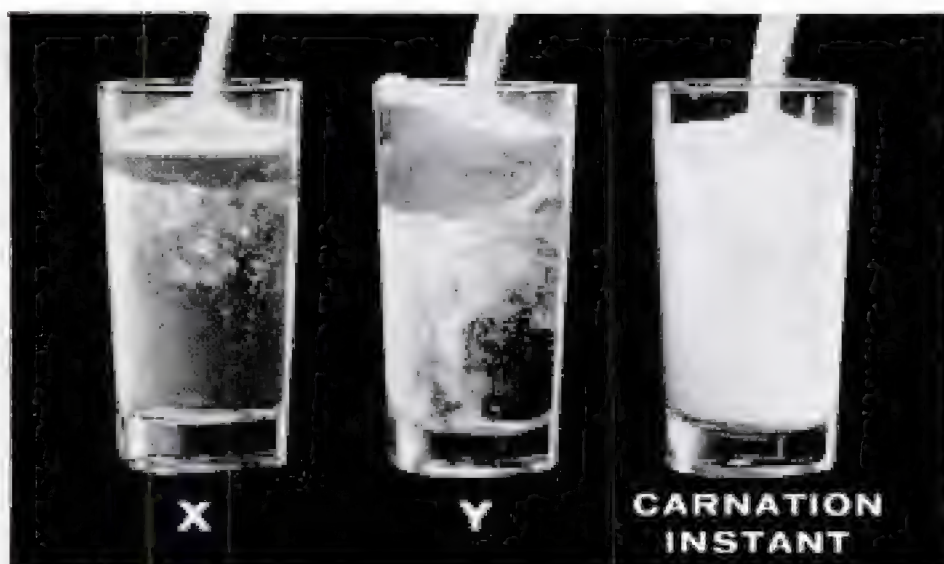


## Magic Crystals

*that burst into delicious  
nonfat milk!*



**Only Magic Crystals can do all this...prove it yourself:**



#### MIXES INSTANTLY!

Photographs show powdery "Instant" Brand X, flaky "Instant" Brand Y and Carnation Instant Magic Crystals poured into glasses of ice-cold water. Brand X floats on top of water, Brand Y only partly mixes. *Only* new Carnation Magic Crystals mix instantly.



#### CAN'T CAKE OR HARDEN!

Exposed to air, powdery Brand X and flaky Brand Y caked and hardened. *Only* Carnation Magic Crystals do not cake or harden—*stay* fresh and free-flowing from first to last! And moisture cannot steal that fresh flavor.



#### FRESH MILK FLAVOR!

At home, or vacationing "miles from nowhere," *only* Carnation brings you the true full flavor of freshest pasteurized nonfat milk *concentrated* in Magic Crystals! Unlike powders or flakes, bursts into fresh flavor, *ready to drink immediately!*

### All the Protein, Calcium and B-Vitamins of Fresh, Whole Milk!

...and you can make it richer—a single extra tablespoon of Magic Crystals per glass gives your family 15% *more* of these important values for strong growth, sound teeth and good digestion. And a richer flavor children love.

Use Carnation Instant for drinking, over cereals, in cooking and baking. No special recipes needed—no need to learn new cooking ways—just use liquid Carnation Instant in any recipe. Discover wonderful Magic Crystals—*new* Carnation Instant—today!



**New—from Carnation...World Leader in Evaporated Milk**  
"from Contented Cows"



*Look for the  
easy-pour spout*

## Save 1/2 on Milk Bills!

Enjoy BURNS & ALLEN, Carnation's  
"Contented Couple," every Monday, CBS-TV

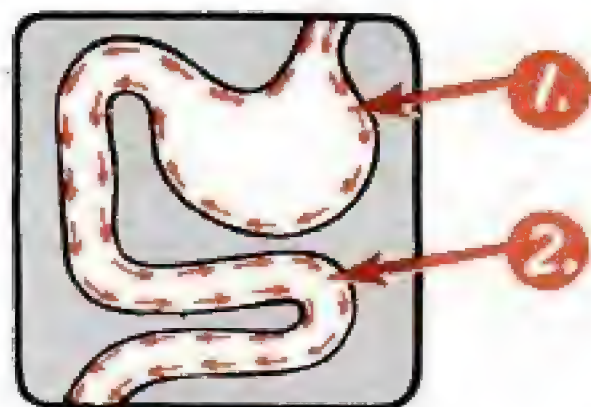




## Stomach **UPSET?**

*Indigestion? Nausea? Diarrhea?*

**Hospital Tests prove Pepto-Bismol works  
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. Pepto-Bismol helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating.

No wonder Pepto-Bismol is America's leading family remedy for upset stomach!



A NORWICH PRODUCT

*Take Hospital Tested*

# Pepto-Bismol®



*...and feel good again!*

## LETTERS TO THE EDITORS

—CONTINUED—

Inc., and Batten, Barton, Durstine & Osborn, Inc. are a few of the business organizations with substantial creative thinking programs.

CHARLES S. WHITING

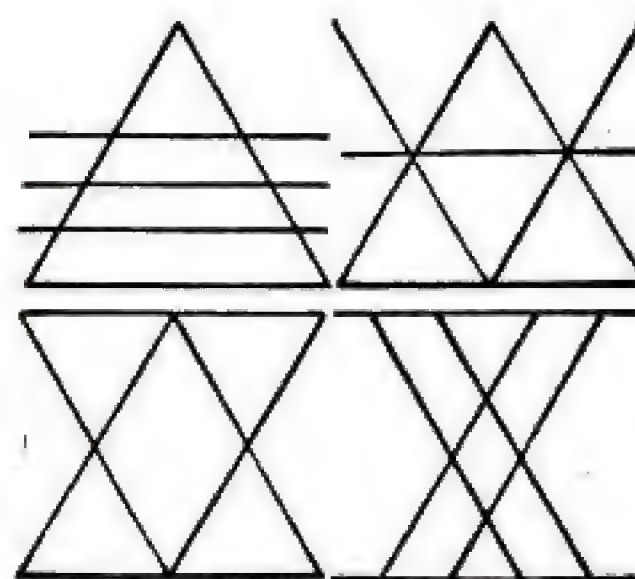
Harvard Graduate School  
of Business Administration  
Cambridge, Mass.

Sirs:

Just four equal-sided triangles? Here are diagrams showing how to form four triangles (*top, left*), five triangles (*top, right*), six triangles (*bottom, left*) and eight triangles (*bottom, right*), all out of six matches.

BOB FAUST

University of Southern California  
Los Angeles, Calif.



TRIANGLES FROM MATCHSTICKS

Sirs:

I enjoyed Morton E. Hunt's article, but one of his examples set up a peculiar reaction. I pictured a class of eager boys when Professor Duncker gave them the problem, "make four equal-sided triangles using six matches." One boy found six more matches in his pocket and using the 12 matches made four triangles. The professor hadn't said to use only six matches. Another boy broke each of the six matches in two and made four little triangles. The professor hadn't said to use unbroken matches. A third boy made a triangle of the first three matches then took it apart and made one of the second, third and fourth. One at a time he completed four triangles. The professor hadn't said the triangles must exist simultaneously.

W. V. HUKILL

Ames, Iowa

### BIG DATE WITH DADDY

Sirs:

The misrepresentation in your recent coverage of Sophomore Fathers' Day ("Big Date with Daddy," LIFE, May 16) was met with much concern and indignation by many of us here at Wellesley College. It seems unbelievable that the warmth, friendliness and excitement of the girls and their "dates" could have been so misconstrued in both picture and prose. Our fathers are not 312 dollar signs who came all the way from Texas and California to be honored as the men who pay "the bills."

JANE CHISHOLM

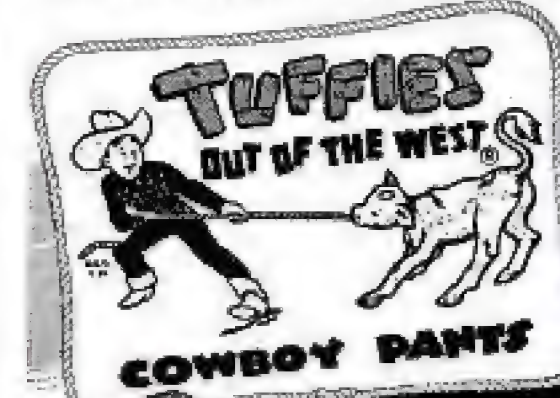
Wellesley, Mass.

### A LOOK AT WORLD'S WEEK

Sirs:

Concerning the article about scrubbing the 235-foot American flag (A Look at the World's Week, LIFE, May 16): The code of flag etiquette states that the American flag should never be laundered or cleaned. After the American flag has become torn or soiled, it

Better fit...Longer Wear  
Guaranteed in every pair



**World's Finest Boys Cowboy Pants**

Authentic western jeans. Styled for comfort and good looks. Riveted and double stitched. Zippers guaranteed for life of garment. **DOUBLE KNEES** except sizes 16 to 22

3 Top Quality Sanforized 10oz. Denims

FINE WEAVE Blue Denim

COARSE WEAVE Blue Denim

CHARCOAL Denim

Sizes 1 to 22 Regulars Slims, Huskies

**\$2.74** EVERYWHERE IN U.S.A.

**TUFFIES and RUFFIES**  
are Unconditionally Guaranteed



For Girls, too!

Flatter your figure with the world's best fitting western blue jeans. All **\$3.49** Sizes. EVERYWHERE IN U.S.A.

OKLAHOMA CLOTHING MANUFACTURERS, INC.  
Oklahoma City 1, Okla.

## SKINNY?

AMAZING NEW EASY WAY PUTS ON POUNDS  
AND INCHES OF FIRM, SOLID FLESH

Men, women and children who are thin because of poor appetite or poor eating habits may quickly put on pounds and inches of firm, solid flesh, thanks to WATE-ON. New kind of concentrated body building all-in-one concentrated meal of easily digested calories here at last. Easy weight gains of 5 POUNDS... 10, 20 even 30 pounds reported. No sugary mixture, no fishy oils, no drugs, no overeating.

**Starts Building Weight First Day!**  
Safe, Laboratory Tested and Approved

WATE-ON guards against fatigue, poor endurance, low resistance. When underweight is caused by disease take WATE-ON only under direction of your doctor. WATE-ON is fortified with Vitamin D, blood building red vitamin B<sub>12</sub> and other energy factors. Money back guarantee. Starts putting on weight first day. AVAILABLE AT BETTER DRUG AND DEPT. STORES.

## WATE-ON

In Homogenized Liquid Emulsion or Powder Form  
If not available write to WATE-ON Co. 230 N. Michigan, Chicago, Ill. or 22 Berliet Rd., Toronto 15, Ontario, Canada

**PULVEX**  
ANTI-SCRATCH FLEA POWDER

**KILLS** Fleas, Lice, Ticks  
Fungi and Bacteria

ANOTHER COOPER PRODUCT

CONTINUED ON PAGE 22





# every family has men who'd like Hanes

From pup sizes on up, Hanes is doggone fine underwear.

It's shrink-resistant, it's long-wearing, it's soft and absorbent and . . . chew on this . . . every time you select Hanes you save money!

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is made from highly absorbent, long-staple cotton. And . . .

- knitwear is treated to stay whiter than white
- long-wearing Nylon reinforces stress points
- the full-cut undershirt stays tucked in
- the Givvies shorts are cut on the bias to g-i-v-e
- briefs have heat-resistant elastic waistband

You can't bark at these prices: Undershirts, 75c (boys', 55c). Givvies shorts, \$1. Fig Leaf briefs, 89c to 95c (boys', 65c). Look for the famous red label at your dealer's today. If he doesn't carry Hanes, he can get it for you. Remember . . . to get more than you bargained for, be sure the name's . . .

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.  
Canadian manufacturer and distributor,  
C. Turnbull Limited, Galt, Ontario







When an accident happens and you are far from home, your greatest need is the help of someone who knows what to do and how to do it.

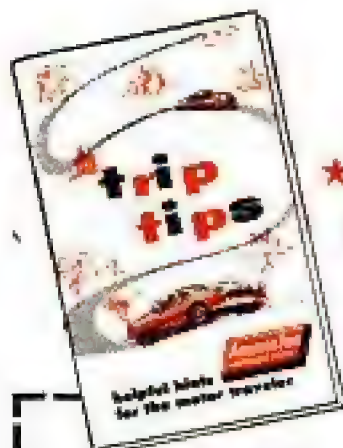
If you are insured in a company of the America Fore Group, you can be sure that no matter where you may be, such a friend is nearby and ready to come to your aid in case of need.

Usually you will find him to be an important citizen in his community who can take over and handle any matters pertaining to your insurance and indeed help you in many personal ways if you need it.

He will be one of America Fore's 40,000 agents or claims men located throughout the country—rendering the service and help you are entitled to expect when you are insured in a capital stock company with nation-wide facilities.

When you buy insurance, only the best will serve.

For the name of a nearby America Fore Agent call Western Union by number and ask for Operator 25.



Send for our  
**"TRIP TIPS"**  
booklet.

It gives useful hints on how to prepare and be safe on your journey.

Department L—AMERICA FORE INSURANCE GROUP  
80 Maiden Lane, New York 38, New York  
Gentlemen: For peace of mind while on my trip please send me, without obligation, a copy of "Trip Tips."

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★ The Continental Insurance Company ★ Fidelity-Phenix Fire Insurance Company  
★ Niagara Fire Insurance Company ★ American Eagle Fire Insurance Company  
★ The Fidelity and Casualty Company of New York

## LETTERS TO THE EDITORS

CONTINUED

should be destroyed. Therefore, J. L. Hudson Co. should have burned the flag, regardless of its size or the cost of replacement.

JOHN W. ERGAZOS

Canton, Ohio

● The American flag may be laundered or dry-cleaned. It should be destroyed, preferably burned, only when worn out, ragged or torn.—ED

### EAST BRIGHTENS WEST

Sirs:



SARI DRESS

Your article, "East Brightens West" (LIFE, May 16), had a special interest for me. About a year ago my granddaughter's Ceylon pen-pal sent her a sari length of India print. A local dressmaker designed a beautiful dress for her at a fraction of the price charged by famous designers.

MRS. W. MITCHELL  
Cleveland, Ohio

### BOURKE-WHITE'S 25TH

Sirs:

I was delighted with your pictures of Bourke-White ("Bourke-White's 25 Years," LIFE, May 16). I haven't seen her since 1935 when she was taking some industrial shots for me. I remember the day she arrived. She had a glass jar full of twigs on which were chrysalids of praying mantis she wanted to photograph as they hatched. She wouldn't let them out of her sight. My son held the jar while she took shot after shot till we were all exhausted—but not she!

LIONEL L. JACOBS

Wayne, Pa.

### WOEFUL SIDE OF SOVIET LIFE

Sirs:

Your article on Russian art ("Painters Show Woeful Side of Soviet Life," LIFE, May 16) is a glaring example of the imbecilic defamation campaign being carried on against the Communists by the U.S. press and radio. You are guilty of imputing malicious meaning into things which in no way seem to provoke such an interpretation, as in your interpretation of the painting "Uncovered Slacker." You imply the young man

CONTINUED ON PAGE 24

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at sizes. One size fits all.  
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smart on the leg. For Business,  
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ice cream  
"Smooth as a  
song by Bing"

**Sleep**  
Like a Log  
Tonight

**Or Double Your Money Back**  
When you have trouble getting to sleep the discovery of the new safe sleeping tablet SLEEP-EZE can be a blessing to you. This new miracle tablet brings sleep quickly and safely and lets you sleep without nervous tossing, turning and waking up during the night. Best of all, you awaken amazingly rested, refreshed and feeling like a million dollars. SLEEP-EZE tablets are non-habit forming and so safe they can be purchased at your neighborhood drug store without prescription. Double your money back if not delighted with...

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SLEEPING TABLETS

**Headache**  
such FAST relief  
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for LESS!

**St. Joseph**  
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200 tablets 79¢ • 100 tablets 49¢ • 12 tablets 10¢



# Fabulous hair dressing sprays pure excitement into your hair... *right down to your very scalp!*



Entirely new kind of dressing reaches every hair on your head,  
brings out a shimmering softness you haven't seen in years!

## Helene Curtis lanolin discovery<sup>®</sup>

gives you what no other hair dressing can . . . pure lanolin (no filler oils)  
in mist-fine spray. It actually beautifies hair as nothing before!



**SPRAY IT IN . . .** Pure lanolin right down to your very scalp!



**BRUSH! . . .** Warm high-lights appear instantly, all through your hair!



**THAT'S ALL! . . .** The easiest way in the world to have beautiful hair!



Does your present hair dressing give you a "top-of-the-hair shine"—and nothing more? That's why Helene Curtis *invented* LANOLIN DISCOVERY! Spray it—right down to your scalp. Brush. What happens to your hair is practically a miracle! Because for the first time in your life you're getting pure lanolin—in the most effective form ever devised to give your hair the natural brilliance, the silken smoothness, the thousand-and-one highlights you've always wanted. Why live another day without it?

LARGE SIZE \$1.25

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<sup>®</sup>TM



GRAND GIFT FOR DAD!

# Haggar Wash 'n Wear Fliteweight Slacks!



55% DACRON  
45% RAYON  
COMPLETELY WASHABLE

*Need little, if any,  
pressing*

**HAGGAR**  
Slacks

- Light, cool, woven to look like Linen
- Nylon waistband and pockets for extra coolness, quicker drying
  - Won't shrink or stretch
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About \$8.95 Get Haggar Slacks at better stores everywhere, \$6.95-\$14.95

**Eddie Mathews**  
star Milwaukee infielder,  
says:



"Mix and match Haggar Slacks with sport coats and sport shirts... have more good looking outfits!"



HAGGAR COMPANY • DALLAS

## LETTERS TO THE EDITORS

CONTINUED

is ducking work. Maybe he had finished his day's work and was resting.

BILL HARRELL

Denton, Texas

• LIFE used the titles given the paintings by the Russians to describe what was happening. The English translation for the painting of the slacker was "The Idler Is Discovered."—ED.

### LIFE COVER

Sirs:

The picture on the cover (LIFE, May 16) caused the first argument my wife and I have had in 19 years of married bliss. My wife insists that the picture depicts mother and daughter. I insist that the lovely young ladies shown are sisters.

EMIL LEUBENBERGER JR.

San Francisco, Calif.

• The young ladies, Daria Bancker, 7, and Sophia Fransella, 23, are models and not related.—ED.

### SCHOOLYARD SKYROCKET

Sirs:

You might be interested in knowing that the modern and very beautiful school which owns the airplane ("Schoolyard Skyrocket," LIFE, May 16) is located in a new Levittown built in Pennsylvania to house the area's fast-growing population.

WILLIAM J. LEVITT

Levittown, Pa.

### LETTERS TO THE EDITORS

Sirs:

The letter about Davy Crockett (Letters to the Editors, LIFE, May 16) drawing a white bean at the Alamo is a big laugh. There was no surrender at the Alamo. The black-white bean episode concerns the Mier expedition. An ill-advised group of hotheads invaded Coahuila in 1842. They were taken prisoner near the town of Mier, Mexico. The Mexicans, possibly with justification, decided to execute 10% of them. They put beans in a pot, 90% white and 10% black, and had them each draw a bean. Holders of black beans were shot, the others ultimately released. Santa Anna, the Mexican dictator, had nothing to do with this.

FRANCIS MARTIN CONLON

San Antonio, Texas

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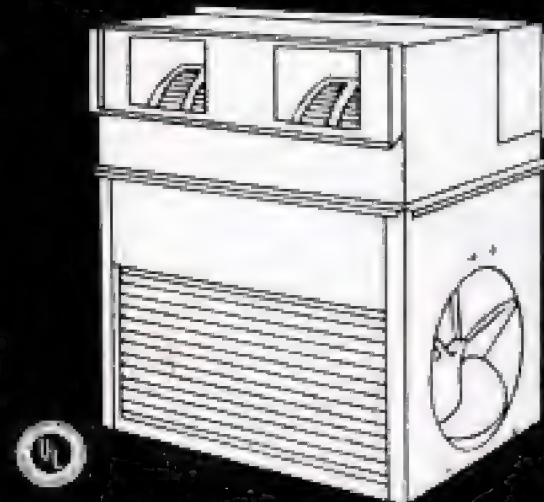
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Cheerios

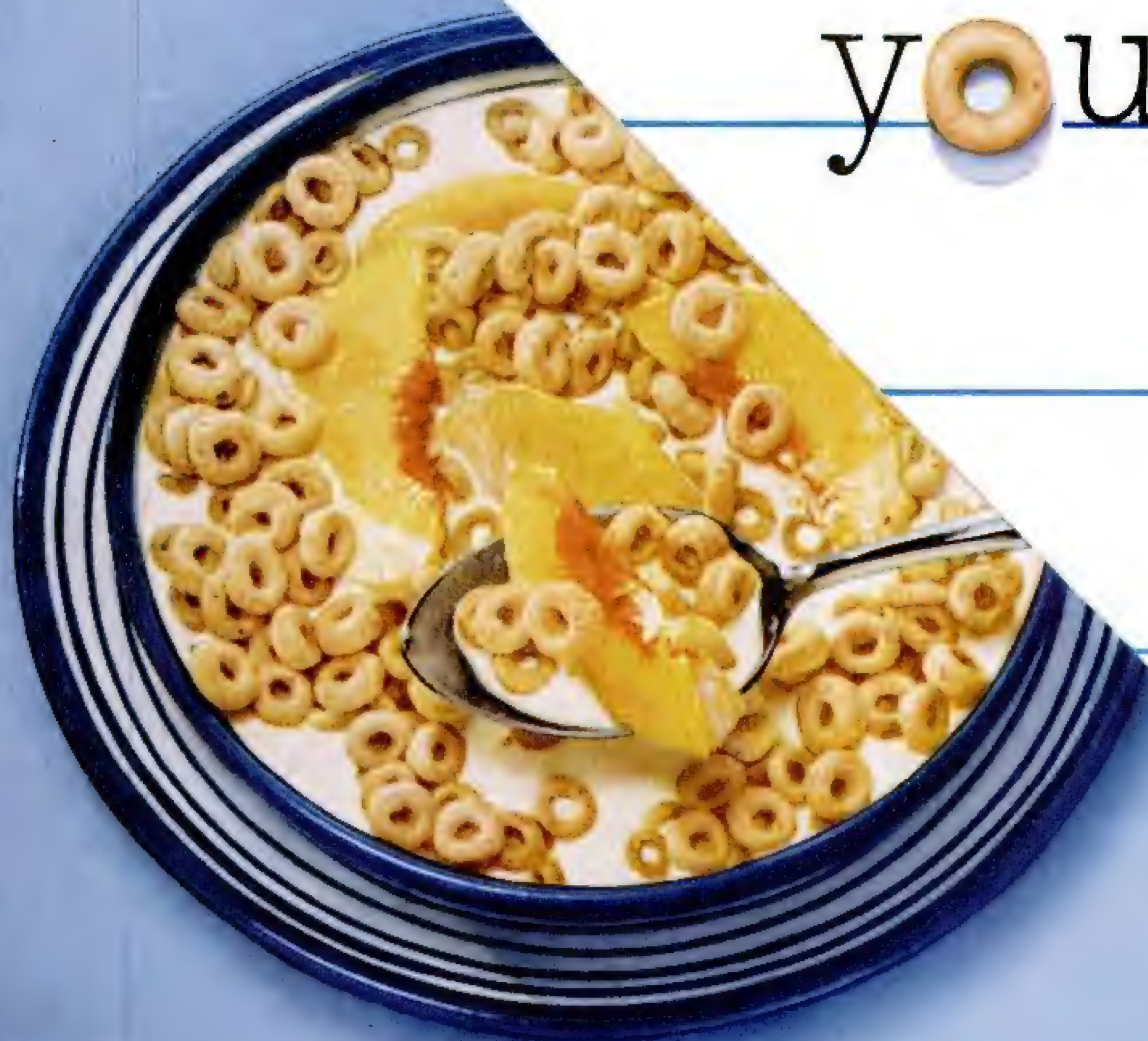
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need no cooking

taste so good

kids love 'em

you try 'em!





# Mercury offers you all this for less than many models in the "low price" field



**BIG-CAR WIDTH, LENGTH, AND ROADABILITY**—All cars shown on this page are in the low-cost Mercury Custom series. They're bigger than cars in the low-priced field—in length, width and wheelbase. And Mercury's no lightweight car. There's more than 3600 pounds of heft and brawn—for road-hugging big-car stability.



**HIGH HORSEPOWER SUPER-TORQUE V-8 PERFORMANCE**—The Mercury Custom is the most powerful car at its price you can buy. Every model in the Custom series has a new 188 horsepower SUPER-TORQUE V-8. And there's a special 4-barrel vacuum carburetor at no extra cost. You get brilliant pickup in *every* speed range.



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**4 HIGH-STYLED MODELS IN LOWEST-PRICED CUSTOM SERIES**—Even at budget prices, you have a choice of a 2-door sedan, 4-door sedan, a hardtop coupe, and an entirely new all-metal station wagon. And for a few dollars more, there are 7 more models to choose from—in the beautiful Monterey and 198-hp Montclair series.



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FOR FUTURE STYLING  
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THE

# Wild Flicker

This bird flies down the road leaving a trail of cans, bottles and paper behind him. You may not be able to tell where he's going... but you sure can tell where he's been.



THE

# Smart Bird

uses the trash baskets at road stops or waits till he gets home to get rid of refuse. He's considerate of roadside beauty... knows, too, it's dangerous to throw things from a car.

The Smart Bird doesn't "throw away" engine power, either. He uses premium gasoline. Its higher octane rating lets him enjoy all the power his engine can deliver. He gets more pleasure ...more value every mile.

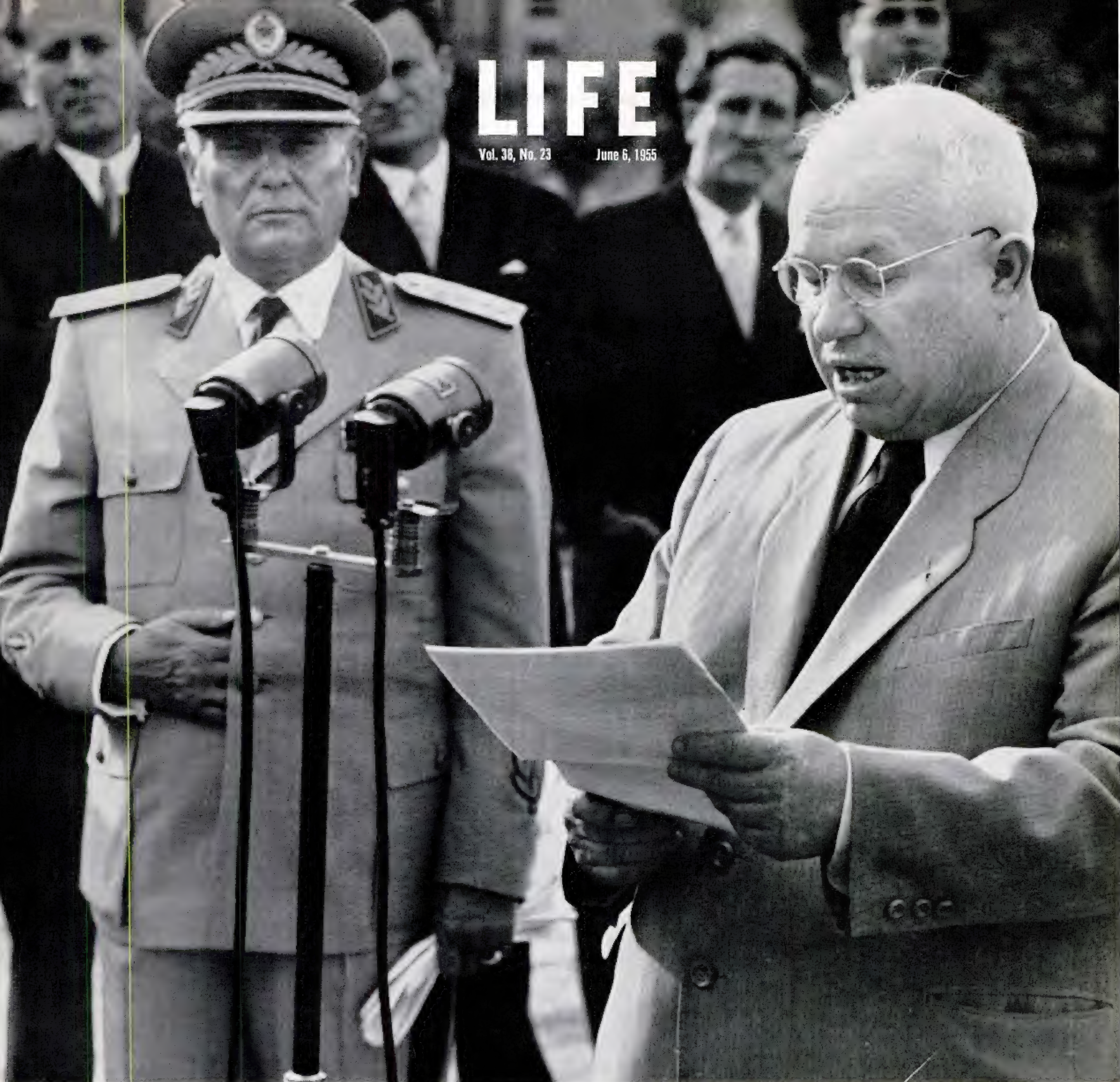


It's smart to use  
*premium* gasoline



**ETHYL**  
CORPORATION





AT THE BELGRADE AIRPORT AN EARNEST KHRUSHCHEV READS OFF HIS STARTLING STATEMENT BUT GETS NO REACTION FROM A FROZEN-FACED MARSHAL TITO

## SOVIET BRASS BEGS TITO'S PARDON

In a voice that seemed unnecessarily loud considering the fact that he had two microphones in front of him, the Communist party boss of the Soviet Union stood in a Belgrade airport last week and uttered one of the most abject apologies in contemporary history.

Nikita Khrushchev, accompanied by Russian Premier Nikolai Bulganin, had just gotten off a special plane from Moscow—looking, cabled LIFE Correspondent James Bell, “like a samovar salesman arriving in Minsk for the annual convention.” Effusively he greeted Tito,

the president of Yugoslavia, whom the leaders of his country in 1948 had expelled from the Cominform as “a fascist lunatic.” Quickly Khrushchev pulled a prepared speech from his pocket.

“Dear Comrade Tito,” boomed Khrushchev, whose appearance at Belgrade gave the non-Soviet world a first good look at Russia’s newest strong man, “we sincerely regret what happened . . . We ascribe the aggravations to the provocative role that Beria played . . . We are ready to do everything necessary . . .

[for] the consolidation of friendly relations.”

Why did Khrushchev make this amazing pilgrimage and recantation? Wrote Correspondent Bell, “The Soviets wanted another move on the heels of the Austrian state treaty to convince the world they are sincere in desiring peace. They are also telling their satellites: under the new order, Communist parties will be considered equal.”

When Khrushchev finished his speech and offered Tito the microphones, Tito shook his head. The Russians looked startled and shaken.





BEFORE SOVIETS ARRIVE, BELGRADE WOMEN SWEEP RED CARPET



ON A SPECIAL CARPET TRIMLY UNIFORMED MARSHAL TITO WAITS FOR LEADING SOVIET

## A GLAD-HANDING KHRUSHCHEV STEALS THE SPOTLIGHT







DELEGATES TO EMERGE FROM THE SILVER TWIN-ENGINE IL-14 TRANSPORT PLANE



KHRUSHCHEV STEPS FROM THE PLANE, FOLLOWED BY BULGANIN



← **SHOWING WHO'S BOSS**, Khrushchev shakes hands with Tito (*left*) before Bulganin (*center*) can, then moves ahead of the premier to greet Yugoslav dignitaries.



**PULLING HIS RANK**, Khrushchev rides with Tito in new Rolls-Royce as the party leaves the airport, while Bulganin had to follow in a prewar German automobile.





**OVER THE TABLE** the Russian representatives—(from left) Deputy Premier Mikoyan, Party Secretary Khrushchev and Premier Bulganin—smile soothingly

at Marshal Tito (back to camera) in the Hall of Guards ballroom on the opening day. With earphone translations Russian and Serbo-Croat languages were used.

## DESPITE RED SMILES, DIFFERENCES REMAIN

Across the conference table from Tito himself the visiting Russian statesmen wore ingratiating expressions. This was a meeting they had worked hard to arrange. Last year they had invited Tito to Moscow and at that time Tito had turned them down. Now the Russians were willing to meet Tito and on Tito's terms, which apparently specified the exclusion of Soviet Foreign Minister Molotov.

But bow and scrape as amiably as they might, the Russians could not submerge their basic conflicts with Tito. Khrushchev was trying to talk with Tito as one Communist to another, apparently in an attempt to get Yugoslavia to join another Communist International. But Tito, aware that the West was watching him closely, wanted to talk as head of one state to another, trying to straighten out trade relations and gain the release of Yugoslavs held by the U.S.S.R.

After two days of formal talks an innocuous joint communique announced only that future Soviet-Yugoslav relations had been discussed by the statesmen. Then Tito took his Russian guests off to Brioni Island, his favorite retreat, for two days of private conversation.







← **HATS IN HANDS** the Russians came up to the meeting hall: Bulganin (*left*), Khrushchev (*center*) and Mikoyan. They wore business suits at all meetings.

**BAREHEADED AT SHRINE**, visiting Russians place wreaths on tomb of Serbian unknown soldier. Bearded Bulganin seems interested in bosomy caryatids.



# THE TWISTERS TAKE THEIR TOLL

## Stunned rescuers help ruined Kansas town

The first help did not get to Udall until an hour and a half after a tornado had devastated the little Kansas town. Then, as the rescuers went about in the rainy midnight, their faces betrayed the horror at what they saw. Pushing aside wreckage, picking up injured, tenderly cradling corpses in their arms, they moved as if in a daze.

Nineteen tornados that day had raked a 200-mile-wide belt from the Texas panhandle through Oklahoma and into Kansas, and one of them, shrieking out of the wild night, had torn Udall (pop. 610) apart. A third of the townspeople had been injured and 73 of them were killed. Other places were badly hit. At Blackwell, Okla. 18 were killed and some 500 injured. Near San Angelo, Texas a twister high in the clouds dashed an Air Force B-36 bomber to the ground and its crew of 15 died.

When the sun rose benignly, revealing the full measure of havoc shown on the next pages, the ravaged country counted the toll. The dead numbered 114, the injured more than 700.



**TWISTING IN AGONY** on a stretcher, an old woman clutches a flashlight. The fireman behind has put coat around a child stripped by wind.

**APPALLED RESCUERS SCAN WRECKAGE. ONE HOLDS A DEAD CHILD** →







**CARRYING A DEAD BOY**, a young volunteer fireman strides toward a casualty collection point in

the demolished town as others, stunned looks on their faces, go on in their search for more victims.



**COLLECTING THE CASUALTIES**, horror-struck Kansans hover over litter cases who were to be

transported to hospitals in nearby towns. The hunt for the dead and injured continued all the next day.







# MULTIPLE TORNADOES RAKED A WIDE AREA



**SPEARED HOUSE** in Blackwell, Okla. has clapboard pierced by branch. Flying debris pitted paint.



**SHATTERED CHURCH**, the Trinity Lutheran in Blackwell, displays on undamaged board the hymn numbers from last service. Brick walls flew apart, but wind left a tree standing in the churchyard.

numbers from last service. Brick walls flew apart, but wind left a tree standing in the churchyard.



**TORNADO-TORN AREA** is shown in perspective map. A general turbulence had developed over a belt running northeast from the Texas panhandle (*lower left*), caused by the collision of a hot, sultry air mass with a cold front that had moved in from the northwest. Towering black thunderheads of cumulo-nimbus

clouds formed over the belt. While lightning played and rain and hail spilled to earth, two "families" of twisters were spawned in lower Oklahoma and near the Kansas border. The severe damage was inflicted by only a few of the tornadoes. The others hit sparsely settled country or spent their force high in the air.





**42-STAR AMERICAN FLAG** was raised as a symbol of the town's defiance. Volunteers salvaging food from grocery store found the 1890 flag in the rubble.

## BATTERED UDALL PICKS ITSELF UP

"I don't see how there will ever be a town there again," said a shocked visitor to Udall. But 36 hours after the town had collapsed in the tornado, wire poles were being planted, dozers were clearing away rubble, torches were cutting twisted steel. The townspeople were lifted by a \$250,000 disaster contribution from the federal government and by more than that from private relief sources.

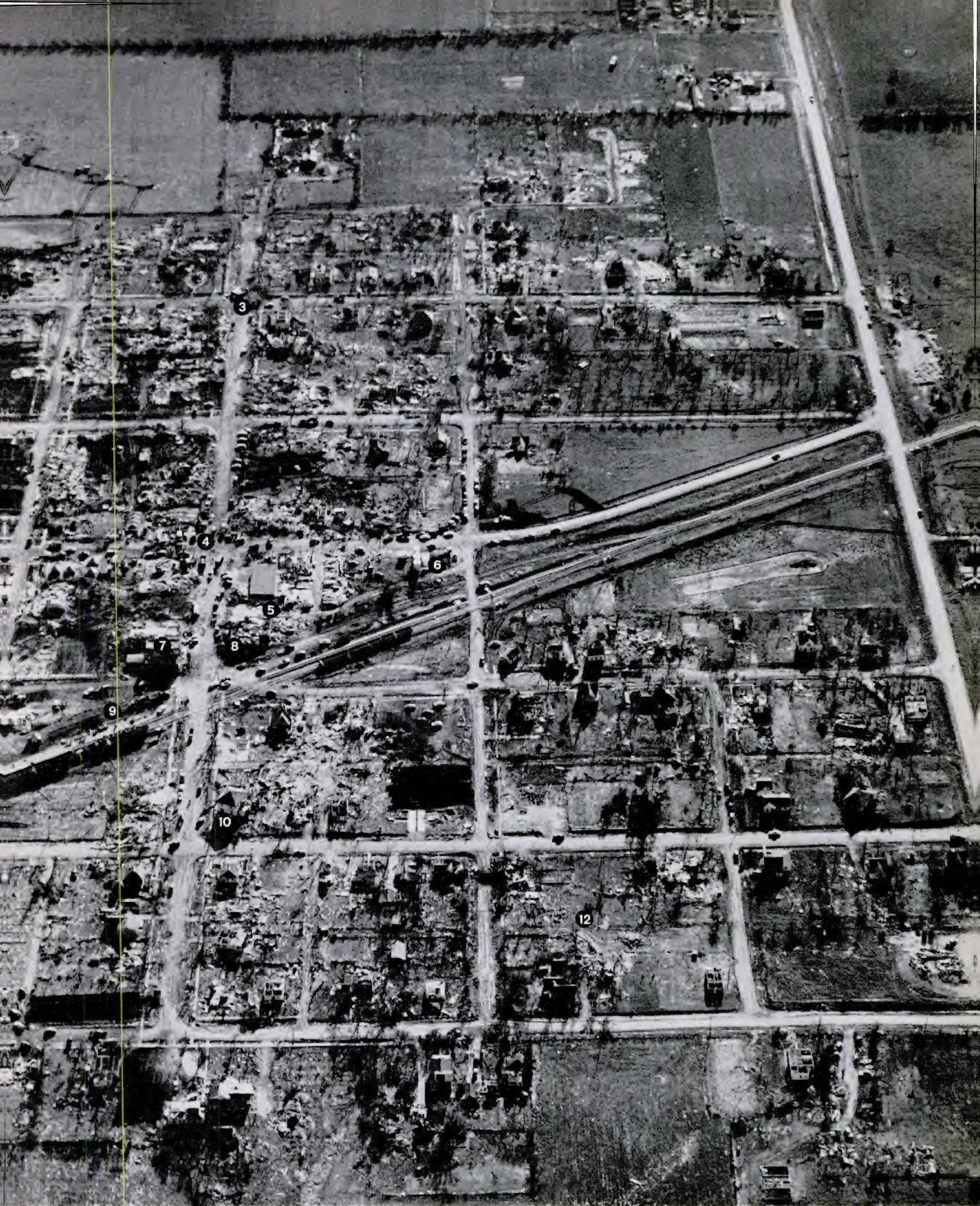
No tornado in the nation's history had ever, in its concentrated fury, wreaked such utter havoc on a single town. Even as Udall was putting the disaster behind it, the region was bracing itself against the threat of new twisters which were sighted swirling by the dozens across the land.



**RAVAGED UDALL** looked like this from the air two days after the tornado had hit, as the cleanup proceeded. **1** Smashed automobiles are lined up in the yard of new \$250,000 high school **2** which was almost completely destroyed. **3** Workers remove crushed water tower from a street intersection. **4** At the Red Cross

← VOLUNTEERS CONSTRUCT A TEMPORARY TOWN HALL IN FIVE HOURS

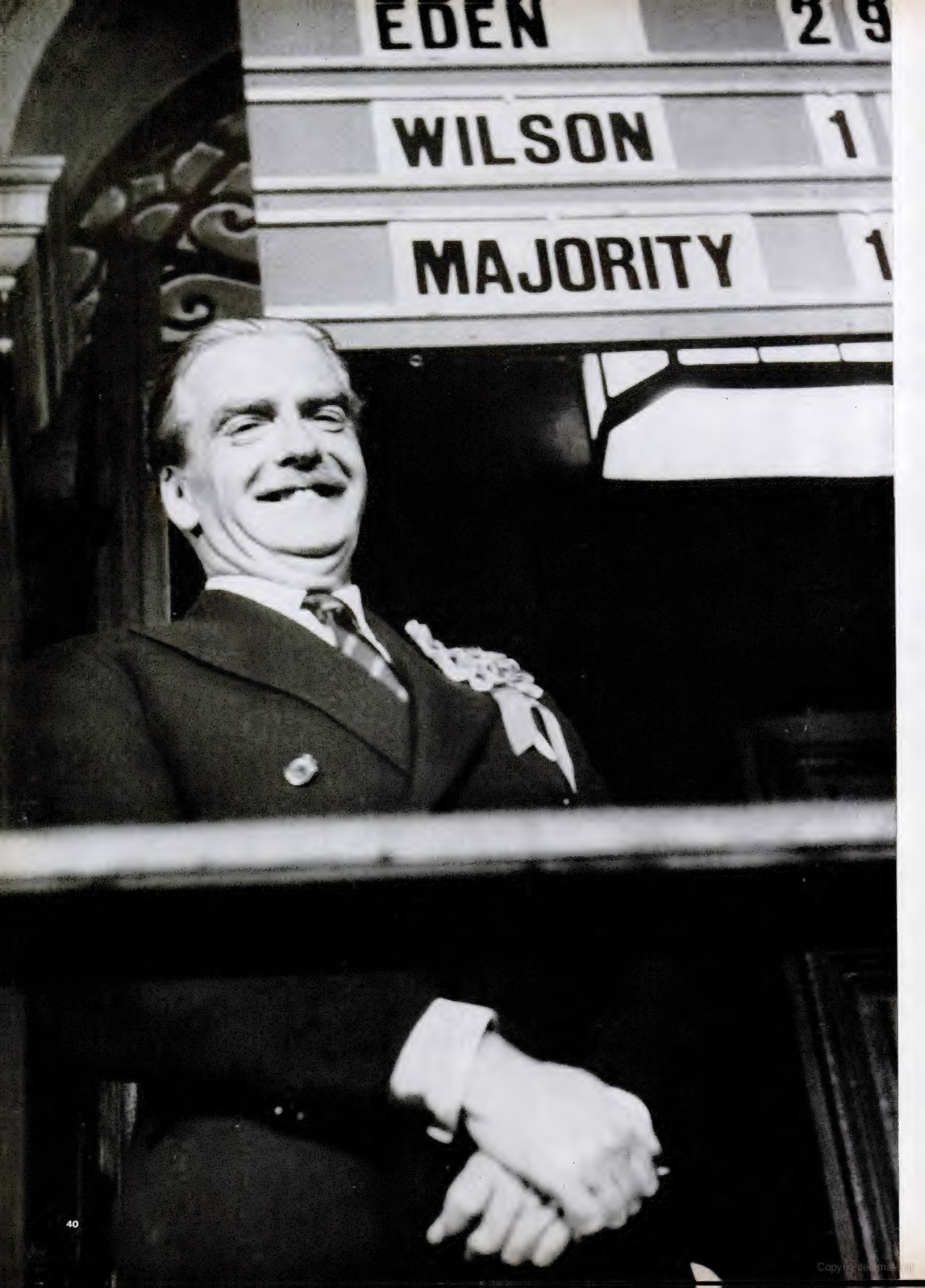




disaster headquarters food is distributed from tents. **5** The new temporary city hall is completed. **6** Bulk fuel oil station stands as the only undamaged landmark. **7** Salvage operations are under way in the only buildings in town with four walls still standing—Odd Fellows Hall, bank, post office. **8** In row of shops,

storekeepers pick over their shattered inventories. **9** Linemen get electric and telephone wires back in service. **10** House blown from its foundation sits at a twisted angle. **11** Repair crews work on the Santa Fe Railroad which cuts through the town. **12** Where several nursing homes had stood now is only a bare spot.





EDEN

29

WILSON

1

MAJORITY

1



# TORY EXUBERANCE, LABOR WOE

Britons give Eden vote of confidence

Hailing supporters in his home constituency on election night last week, Sir Anthony Eden justifiably wore the exultant expression of a man who has just gambled and won. Only 51 days after he succeeded Sir Winston Churchill in the British prime ministry, Eden risked his government in a general election. The result sent Eden back to 10 Downing Street with a working Conservative majority of 59 seats in the House of Commons, better than three times the margin with which Churchill had to make do for three-and-one-half years. It was, as Eden said, a mandate to "get on with the job" of proving that progressive Conservatism works (*Editorial, p. 42*).

Although the victory was by no means overwhelming, its effect on the feud-racked Labor party was demoralizing. The schism between the moderate Socialists led by Clement Attlee and the fiery radicals led by Aneurin Bevan seemed sure to be deepened as a result of election post-mortems. Now 72, Attlee has probably fought his last general election. As the bad news rolled in, he looked like a man at the end of Socialism's road.



**EXULTANT TORIES** hail Patricia Hornsby-Smith who won easily in a supposedly marginal district.

**BEATEN-DOWN ATTLEE** still flaunts campaign rosette at 3:45 a.m., after party's defeat was certain.



**SMALL COMFORT** is enjoyed by Attlee when his wife congratulates him on his personal re-election.

← **HUGE SATISFACTION** overcomes Eden as he beams beneath a board recording own re-election.





# HOW AND WHAT EDEN WON

## AND IN AMERICA . . .

While the British have expressed their views in an election (*see right*), Americans have been at least hinting at their own state of mind via the opinion polls. A review of some recent Gallup Poll reports shows more parallels than differences.

Like the British, the Americans are still shunning political extremes. Their approval of Eisenhower's performance has remained steadily high (68% last month), in part because more than half of the people (52%) prefer a "middle-of-the-road" policy to a move either to the left (19%) or to the right (17%). As far as the parties go, however, Democrats are still far more numerous than Republicans. If all eligible U.S. citizens were required to register their party allegiance anew, 54.3 million would call themselves Democrats as against only 34.3 million Republicans. In short, the Republicans are quite right to pray for a second Eisenhower candidacy in 1956.

Congress, the polls reveal, is out of step with the people on several vital points. A 2-to-1 majority of the people was against the recent raising of congressional salaries. A strong majority favors universal military training (and has for over a decade). Four Americans out of five want statehood for Alaska and Hawaii. And two out of three (including a slight majority of union members) prefer a 40-hour to a 35-hour week, or say they do. As they have for 20 years, a majority of the people still thinks the rich should pay *less* taxes than they actually pay and even favor a 35% ceiling for the federal income tax! (Actual ceiling: 87%.) Of the 6.9 million Americans claiming to own stock, the great majority are Republicans, but nearly half could give no reason for the stock market boom.

Americans are inclined to be more pessimistic about "peaceful coexistence" than Britons, according to Gallup, with Canadians somewhere in between. But 58% of Americans admire Sir Anthony Eden and 60% of those with opinions expected him to win his election. In a general popularity contest of world leaders, Eisenhower and Churchill are far ahead of the field. In that sense Americans are "conservatives." But four out of 10 expect that men will visit the moon in rockets within 50 years, and 8% (7 million people) would like to go on the first trip.

Like Caruso carrying a spear in *Aida*, Sir Winston Churchill's role in last week's British election was merely to contest (and win) his old seat in Parliament as the Member for Woodford. It was Eden's election, all right; yet Churchill, the world's greatest Conservative, can take a lot of bows for the Conservative victory, which is of world significance.

This was the first British election since 1865 in which a government in power actually increased its parliamentary majority (from 319 to 343 seats). In that respect it was as exceptional in British politics as were our own elections of 1934 and 1936, which disclosed the growing popularity of the New Deal. It showed that an intelligent, functioning conservatism can also win friends—or at any rate lose enemies. It was the first election since 1931 in which the Labor party failed to increase the size of its popular vote. Large numbers of Laborites discovered for the first time (as *The Economist* put it) that "they do not really believe that a Tory government spells irremediable disaster for the working class." They accordingly paid the Tories the highest compliment of which class-conscious Laborites are capable: they refrained from voting.

Churchillian tactics were responsible, not only for the Tories' shrewd timing of this election, but also for their smartest defensive maneuver. This was their espousal of the Big Four "summit" parley, which Churchill has been plugging for ever since May 1953. The parley became feasible enough to win Eisenhower's endorsement just in time to stop the "competitive peacemongering" which would otherwise have favored the Socialists. With an actual parley in prospect, foreign policy was all but removed as an issue from the campaign.

But that "summit" parley, however it turns out, is not likely to be the most enduring political monument to Churchill's last years. It will rather be those 35 new Tory seats. For they represent more than Labor apathy. They represent a new tide of affairs in the Western world.

It took British Socialism about 50 years to amass the political experience, the legislative program and the class resentments that carried Labor into power in 1945 with a majority of 204 seats over the Tories. It took the Socialists less than six years to exhaust this lead by enacting the practical half of their program and by demonstrating to thinking men (including their own) the unwisdom of the other half, which stemmed from doctrinaire ideology or class envy.

During these six years Churchill's party gave the Socialists an opposition and itself an education. It reorganized its machinery and modernized its creed. It attracted youth and restored morale and hope to the British middle class. When the Conservative party returned to power in 1951, it was able (as

its prewar ancestors were not) to govern with conviction and foresight. Its program was not dramatic; as Clinton Rossiter puts it, "The Conservative mission is just that: a mission, not a crusade." It was a mission to decontrol, to untax and to re-employ some powerful but neglected economic weapons: private incentives to increase Britain's output, the price system to distribute it and a firmer hand on the money supply. The results were quietly spectacular. For the past three and a half years, as Eden was able to boast, Britain has been "selling more, buying more, saving more, exporting more and eating more than it has at any time in the history of the country."

The Tories have become Britain's party of progress not by turning back the clock, but by reapplying neglected economic truths. They have shown that a responsible enterprise system has as good a claim to be the "wave of the future" as a sodden Socialism ever did. One moral for Americans is obvious: if the "modern conservatism" of the Eisenhower team continues to function as well as it has, it can look forward to comparable success at the polls. But there is a larger moral than that.

The Tory victory, by rebuking the Bevanites, reinforces the cornerstone of Britain's foreign policy, which is the Anglo-American alliance. Whether it will embolden Eden's support of U.S. policy in Asia remains to be seen. But in another important sector, the Tories have already shown themselves at least as willing as we are to take new risks and prove old truths.

This is the field of world economic policy. In it Eden and Butler, like Eisenhower, are temperamentally liberals. They are thoroughly aware that the removal of barriers is the sure and tested way to expand world trade and increase world wealth. Butler has already brought the pound to the threshold of full convertibility with the dollar. With the necessary encouragement he would probably like to bring it the rest of the way very soon (the Socialists would have moved in the opposite direction). Eisenhower's trade liberalization program, the essential counterpart of Butler's, has also made fair progress so far. The Conservative victory should hasten these parallel developments on both sides of the Atlantic by reinforcing the confidence of our two governments in each other and in the tested truths of a free and predominantly private economic system which both profess.

If these truths are boldly applied to world trade and investment, the possibilities for general economic expansion and prosperity are breathtaking. That is the horizon now opened to us by the Tory victory. Let us hope that both Eden and Eisenhower move toward it with the courage of a Churchill, who presided over the long transition.





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For Campbell's make Chicken Noodle with the old-fashioned flavor of home-cooked soup. There are golden egg noodles...tender chicken, all the best white and dark meat...and nourishing chicken

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Soup

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"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven popped rice.

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# A LOOK AT THE WORLD'S WEEK



## FLOWERS FOR A 'GENTLE MEMORY'

At the little cemetery in the parish of Corbeil, outside Callander, Ontario, Marie, Yvonne, Cécile and Annette Dionne marked in sadness their 21st birthday. As Marie placed the flowers, the others looked at the inscription, which read, "To the gentle memory of Emilie Dionne . . . deceased Aug. 6, 1954." Then the four surviving quintuplets turned toward home.

## A FAMOUS FAMILY INTERVIEWING ITSELF

In Independence, Mo. former president and Mrs. Truman were interviewed on CBS's *Person to Person* by Margaret subbing for Ed Murrow. Asked what was the most important event since he left Washington, Truman said he felt "we are approaching a peace settlement." Then he had a word on children: "Find out what they want and advise them to do it."











## A LONG WAY TO GO FOR A LONG SHOT

Though the race was half over, the 23 entries in Britain's Derby at Epsom Downs were still surprisingly bunched as they rounded Tattenham Corner. The picture shows Phil Drake running sixth from the rear (with white-jacketed jockey), seemingly trapped near the rail. But seconds later the 100-to-8 shot broke out and won the world's most famous horse race.



## ← BANK COLLECTING AN I-OWE-EWE

It was a strange use for an Atlanta bank lobby and for a tennis net but it all added to bank business. To promote sheep-raising Georgia's Citizens' and Southern National Bank had lent pregnant ewes to 17 farmers, 100 to each. Last week the bank began collecting instalments on its I-owe-ewes—20 offspring from each farmer. It plans to lend the lambs to 4-H clubbers.

## HEAD-TO-HEAD TWINS, FACE TO FACE

In a Chicago hospital 8-month-old Deborah Andrews reached out and gave an exploratory pat to her sister Christine, whom she saw for the first time only recently. Born joined at the

tops of their heads, the twins were severed after a five-hour operation. Now nearly recovered, they may prove to be the first head-joined twins ever to be successfully separated.





### THE MANGLED AFTERMATH OF A WILD DOWNHILL RIDE

As firemen poured water into the flaming wreckage of a van, police searched for dead in the unbelievable tangle. Minutes before, William McCandless had turned his 10-ton truck onto San Francisco's steep Clay Street, five blocks away (top). As he headed downhill, his brakes

went out. McCandless shouted to his loader to jump and for four blocks kept the truck away from the crowded sidewalk. But then at 60 mph it hit the curb, telescoped 10 parked cars, cut down pedestrians and poles and exploded in flame. Seven died, including William McCandless.



### BOOST FOR AN ADMIRAL

Reaching far down the list of candidates, President Eisenhower nominated Rear Admiral Arleigh Burke as new chief of naval operations. The new chief, who succeeds Admiral Robert Carney, is nicknamed "31-Knot" Burke for driving his destroyers so fast in World War II.

### A SLAP FOR A SON

In a Bronx police station, as a grimacing officer watched, Harry Brand confronted his son Allen, 16, arrested for street fighting. Cried Brand in anguish, "What are you trying to do to me?" The anguish turned to anger and he slapped Allen, walked tearfully from the room.







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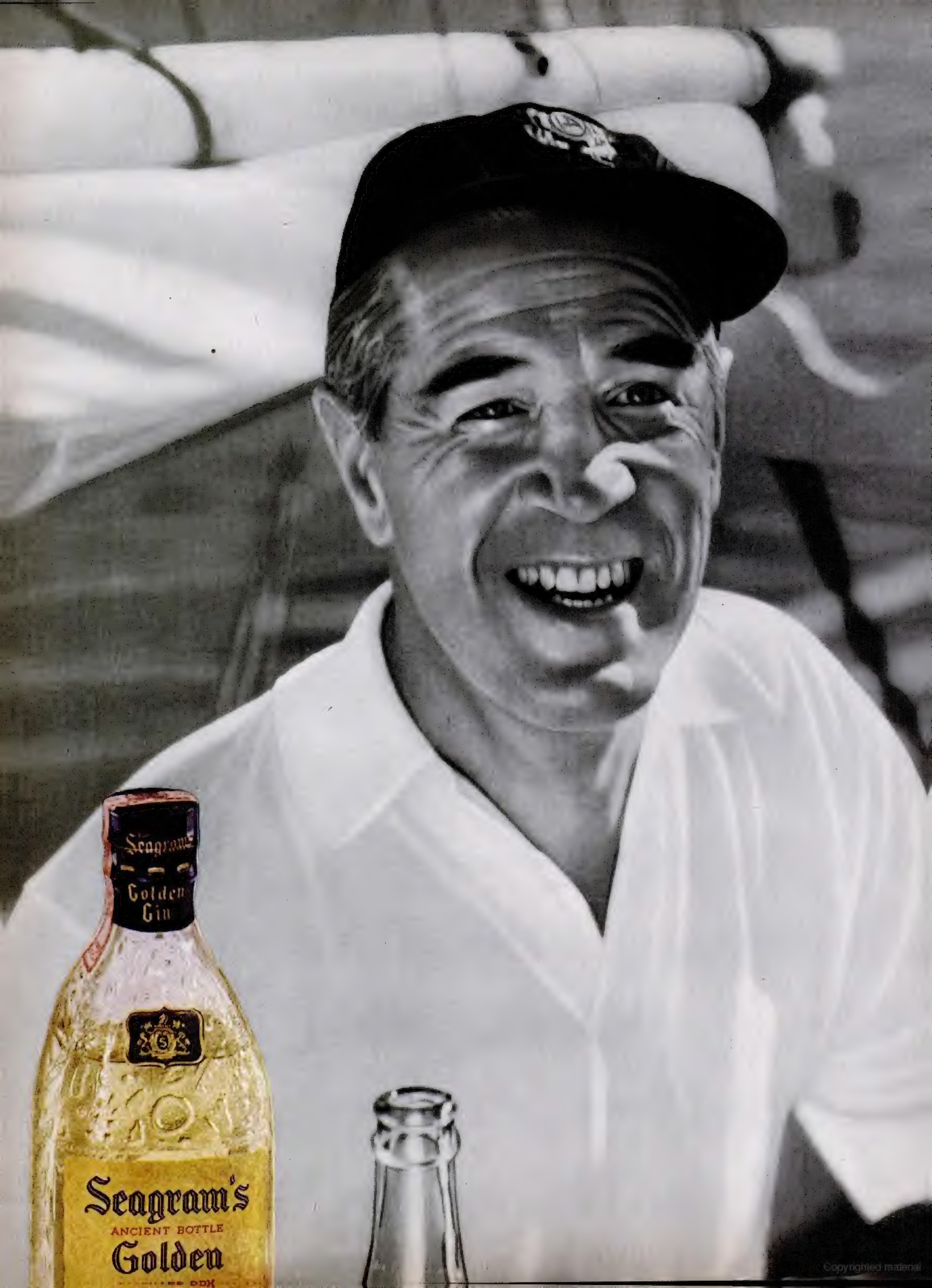
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AS SOAP BUBBLES HE HAS BLOWN SWARM AROUND HIM, DR. EDWARD TELLER EXPLAINS HOW SMALL ATOMS MUST BE TO MAKE UP THE THIN SKIN OF BUBBLES

## THE H-BOMB BUILDER'S ATOM SHOW

**Dr. Edward Teller puts on a one-man television program to help popularize his favorite subject**

San Franciscans who tune in on TV station KQED next month will see one of the world's most distinguished scientists in a rare and unusual appearance. Dr. Edward Teller, chief architect of the H-bomb, has descended briefly from his high plateau of abstruse thought and is going before the public with a televised layman's primer on what he affectionately calls "my subject": the atom.

The three half-hour shows, enlivened by props like soap bubbles

(above) and umbrellas (next page), fulfill Teller's long-standing wish to let laymen in on the ordered beauty of the atom. When KQED hesitantly approached him three months ago, Teller startled them by accepting with enthusiasm. Teller will escort his audience over such tricky terrain as atomic structure and the properties of light and gases, illustrating the tininess of the atom by the old rhyme, "Fleas have little fleas/On their backs to bite 'em/And these fleas have littler fleas/And so ad infinitum."



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discovered a faster, safer  
and more effective pain  
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Next time you hear or read about pain relieving products which make such *claims* as "better than aspirin", "faster than aspirin", "more effective than aspirin"—and which, incidentally, cost you substantially more—keep these *facts* in mind.

- 1** Aspirin is far and away the most widely used pain reliever in the entire world.
- 2** Bayer Aspirin's record of use by millions of people—without upsetting the stomach—is unmatched by any other pain reliever.
- 3** Aspirin is, as stated by highest medical authorities, probably the safest and most efficient of the pain-relieving drugs!
- 4** Aspirin is so *gentle* that doctors prescribe it even for small children.

So next time you have a headache, neuralgia or muscular aches and pains, take Bayer Aspirin—the sure, effective and time-tested pain reliever—the *best* aspirin the world has ever known.

## Why Bayer Aspirin Acts so Fast



Bayer Aspirin—which is *straight* aspirin, with no antacids added—is being absorbed through your stomach *wall*—right to your pain—from the instant the tablet starts disintegrating in your stomach. Medical authorities have found that the addition of certain antacids to aspirin can actually *slow down* absorption of the pain reliever through the stomach wall. Bayer Aspirin starts to disintegrate instantly—and heads right for the root of your pain.

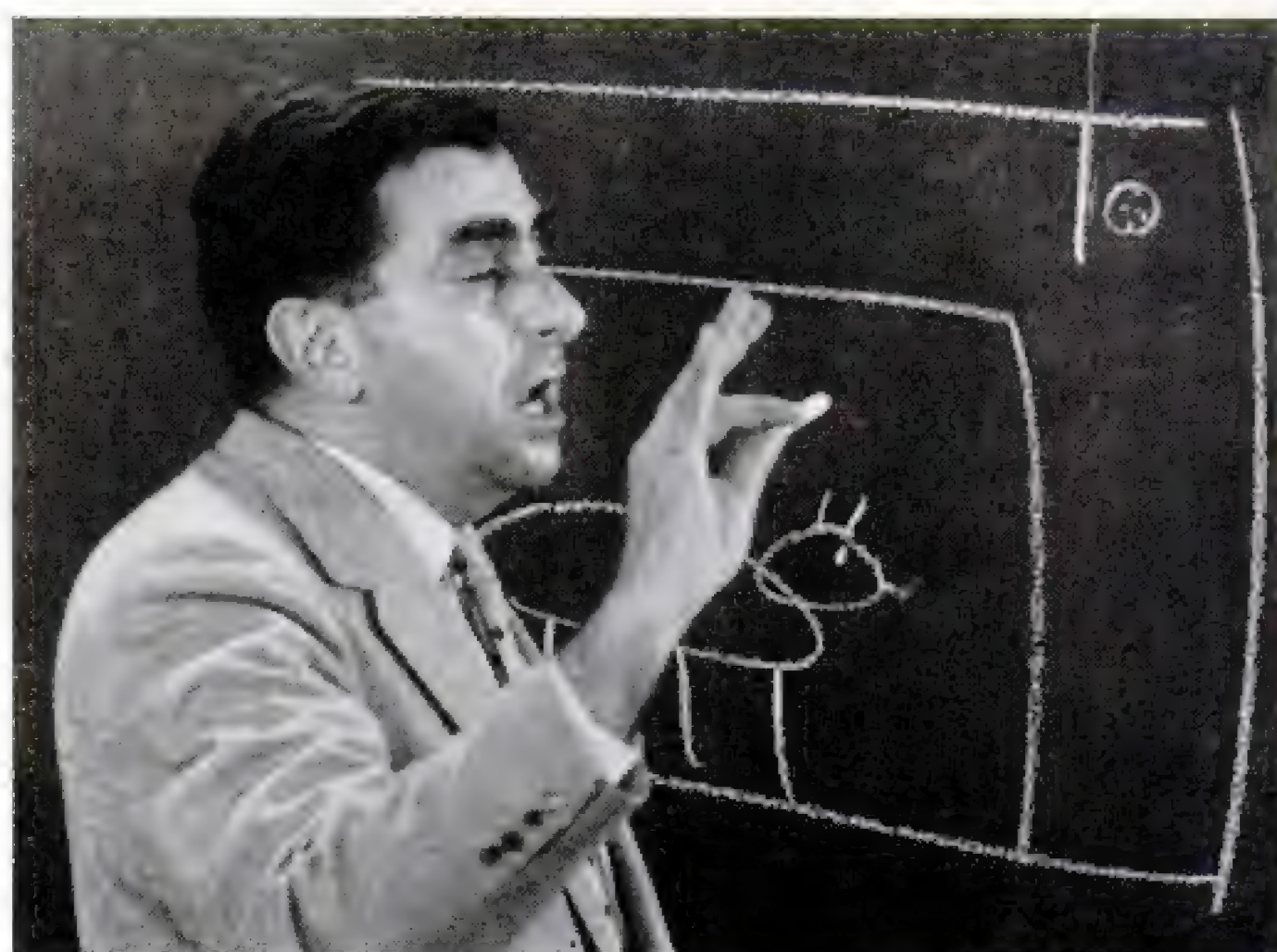
## Atom Show CONTINUED



**MOLECULAR MODEL** is constructed by Dr. Teller out of balls (representing atoms) and sticks (forces holding atoms together) into complex molecule.



**OPENED UMBRELLA**, Teller shows, has millions of holes, too tiny to let water through but big enough to admit something as unsubstantial as light.



**CAT IN DOUBLE BOX** shows obstacles to atom study. In imaginary experiment, space between boxes is filled with poison gas which may leak in and kill cat. Only way to see whether cat lives is to open box, which kills cat. Likewise, says Teller, atom is hard to measure because act of measuring upsets it.

CONTINUED ON PAGE 56





**WHEARY CAREER GIRL . . .** Styled for spring! Its tapered design and distinctive polka-dot linings give it that *modern* look. Ultra light! Ultra smart! Priced from \$29.50 in a variety of colors.



**WHEARY CHIC MISS . . .** In a wide selection of bright, two-tone colors. Washable scuff-resistant vinyl covering keeps it new looking always. Rich crepe lining. Priced from \$25.



**WHEARY PROM QUEEN . . .** Quality and appearance that are unbeatable at this price. Fine hardware harmonizes with colorful exteriors and rich-looking taffeta lining. Priced from \$22.50.

*Where style is important...and price is significant*



**WHEARY TAPER TWEED . . .** Tapered bindings give it a fashion-look as fresh as tomorrow. Exceptionally lightweight. Beautifully appointed, roomier interiors in lustrous satin. Priced from \$35.00.

*All prices plus existing taxes.*

**WHEARY LUGGAGE . . . DISTINCTIVELY YOURS!**

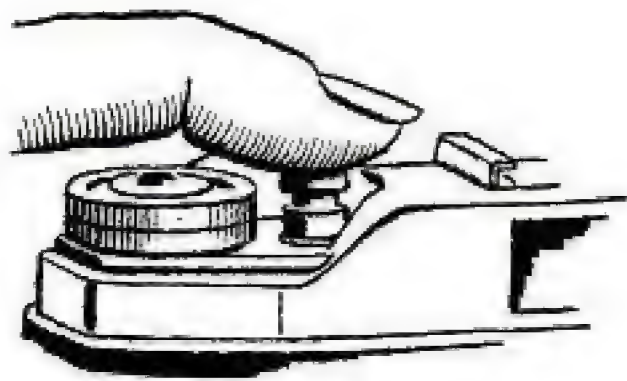
For you who want the distinction and the convenience that is found only in fine quality, smartly fashioned luggage, your first choice is Wheary! Here is smart appearance to fit the modern mood in fashion . . . quality and lightness to fit the modern trend in travel. And above all, you'll find Wheary offers you the finest value in luggage today. It's tastefully styled and expertly crafted in the famous Wheary tradition . . . at prices everyone can afford. You'll find Wheary in a wide range of colors and styles for men and women at better stores everywhere.



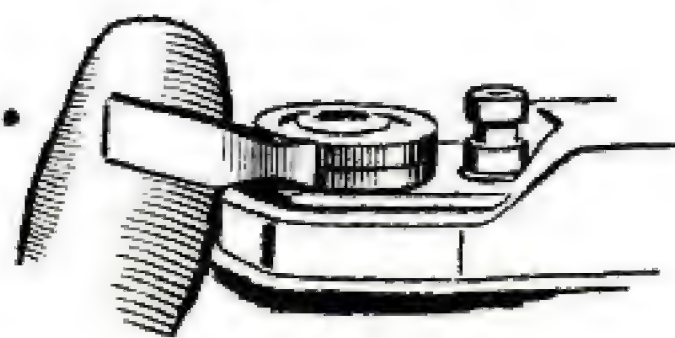
Division of Hartmann Luggage Company, Racine, Wisconsin



A touch of your finger...



a flip of your thumb...



and you're set for another  
fine picture with your

## ANSCO MEMAR 35mm camera!



ONLY \$39<sup>50</sup>

(All prices slightly higher in Canada)

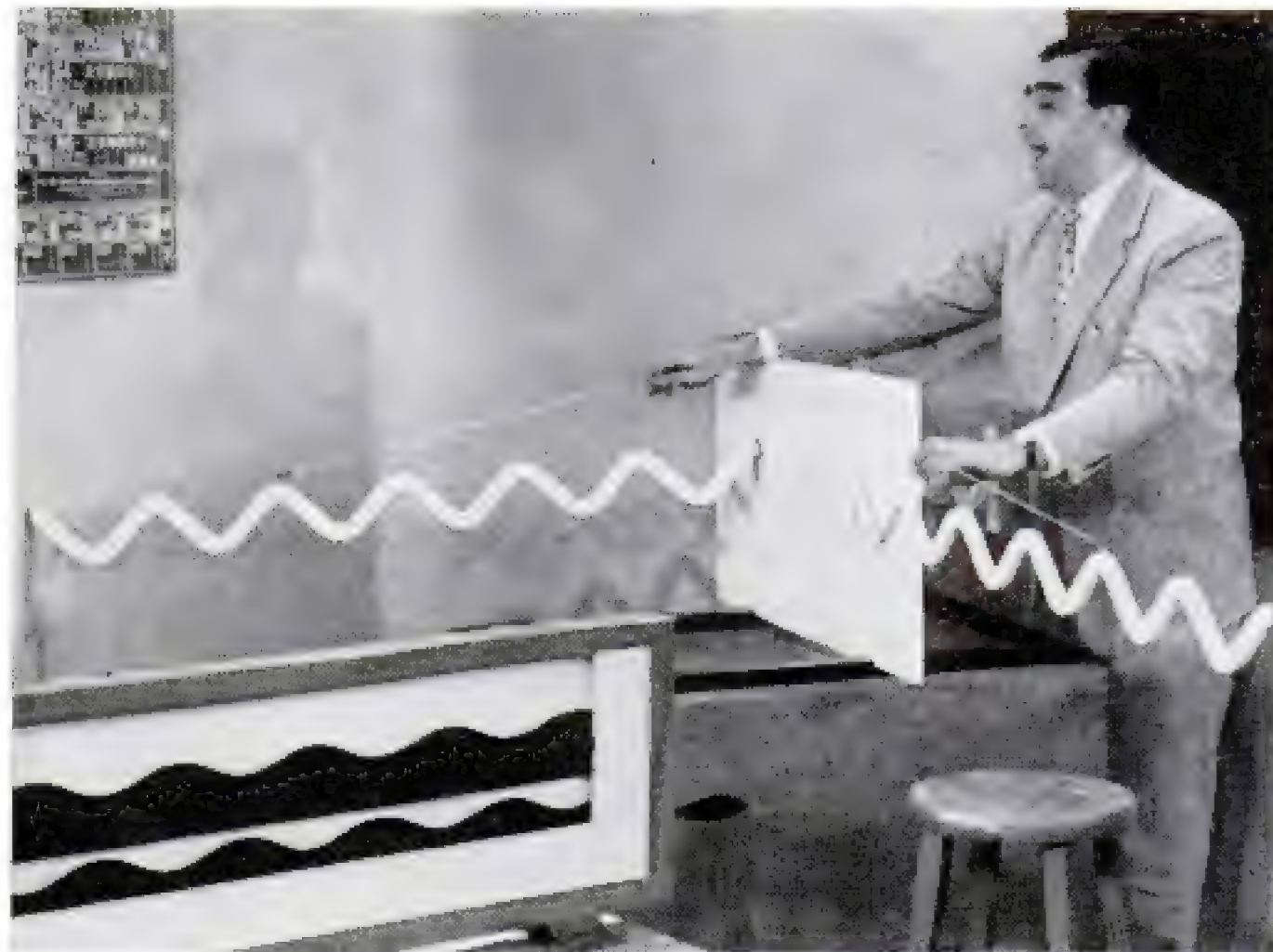
Proof that a fine camera  
need not be expensive!

- Sturdy all-metal construction, with rich black cover and satin finished bright metal trim.
- Sharp, color corrected f3.5 lens produces crisp, sparkling color slides and black-and-white pictures.
- Rapid-action winding lever advances film and cocks shutter with a flip of your thumb. Speeds up picture-taking, prevents double-exposures.
- Accurate flash shutter has speeds to 1/200-second. For flashbulbs or electronic flash.
- Easy-to-use optical viewfinder. Built-in accessory clip.
- Accessories include top-grain cowhide eveready case (\$6.95) and Anso Flash Unit (\$7.95).

# ANSCO

Binghamton, N. Y. A Division of General Aniline & Film Corp. "From Research to Reality."

## Atom Show CONTINUED



**ELECTRON WAVES**, represented with wooden model by Dr. Teller, show that though electrons behave like particles they can behave like light waves.



**HIS PERSONAL PHILOSOPHY** about the impersonal majesty of physics is summed up by Dr. Teller with a passage from Omar Khayyam: "And that inverted Bowl they call the Sky/Whereunder crawling coop'd we live and die/Lift not your hands to It for help—for It/As impotently moves as you or I."





BURL IVES, AUTHOR, "TALES OF AMERICA" • PAUL HENREID, NOTED MOTION PICTURE STAR

## Paul Henreid and Burl Ives on the Care and Consideration of Guests

"First things first," says Mr. Henreid. "Why in the name of hospitality should anyone be denied his favorite cocktail just because he happens to be at a man's home instead of at a bar?"

"No reason at all," says Mr. Ives, "but save me from the by-guess and by-gosh mixer."

"Me, too. Luckily, more and more people are catching on to Heublein's — and greater consideration for a guest hath no man."

Heublein is the host's best friend. There are nine varieties of Heublein Cocktails, each blended to perfection of the same choice liquors you'd use yourself. Thus, without recipe books or messing about, you can serve each of your guests his favorite cocktail in a flash, simply by pouring it. Just stir it with ice . . . or pour over ice for the fashionable "on-the-rocks" cocktail. Each drink is full-strength and uniformly good — a feat only experts can accomplish.

Extra Dry Martini, 75 proof; Manhattan, 65 proof; Old Fashioned, 70 proof, and 6 other types.

And now, after dinner —

### Heublein's full-flavored Cordials.

Connoisseurs agree that The House of Heublein has outdone itself with these new Cordials, Brandies and Liqueurs. Nowhere, they say, will you find richer or truer in flavor.

Creme de Menthe, 54 proof

Creme de Cacao, 50 proof

Blackberry Brandy, 70 proof

Twenty-one of the world's favorites . . . each so supremely delicious, it becomes a new taste experience . . . all at welcome domestic prices.

G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

# HEUBLEIN

**COCKTAILS** — full-strength, ready to serve



Symbol of Hospitality  
since 1875

**CORDIALS** — full-flavored, delicious



first it washes...  
then it dries!

automatically...in a single  
space-saving unit!

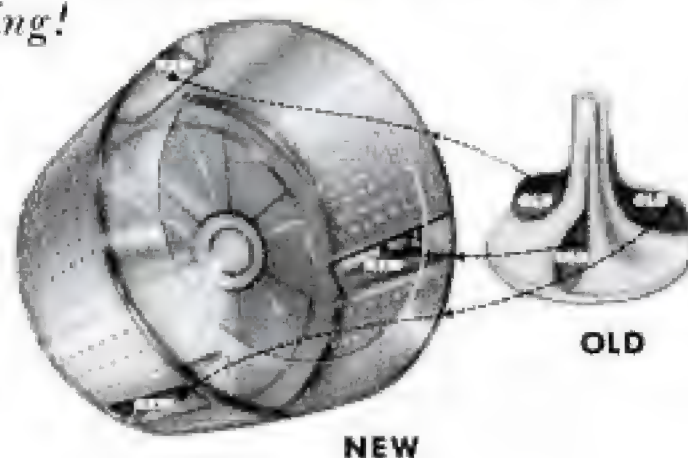


## New Westinghouse Wash 'n Dry

**Now! Wash and Dry in a Single Unit.** Lean back and relax! This wonderful new Westinghouse Wash 'n Dry Laundromat® does *all* your washday work. You merely pop soiled, dirty clothes in; set the dials; then take clean, fluff-dried clothes out—*many of them so wrinkle-free, they're ready to be put away without ironing!*

**New Way To Wash.** No old-fashioned, center-post agitator for this smart new combination washer-dryer—it has the famous Westinghouse patented New Way To Wash!

It's a new washing principle developed by Westinghouse engineers.

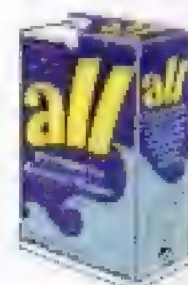


Tests showed old-fashioned agitator washing action was harsh and violent at the center—lazy and ineffective at the outside of the tub.

Westinghouse builds the vanes right into the washbasket. As it revolves, clothes are flushed in wash water, lifted, turned, tumbled back 50 times a minute. It's your assurance of thorough washing, cleaner clothes.

See this wonderful combination today and ask about the easy budget terms. You can own it for as little as \$4.99 a week after small down payment.

Look for the free sample package of **all** in your new Westinghouse Wash 'n Dry Laundromat. **all** is the safe, efficient, controlled-suds detergent for thorough washing. It has been tested and approved by Westinghouse Home Economics Institute for use in the Wash 'n Dry Laundromat.

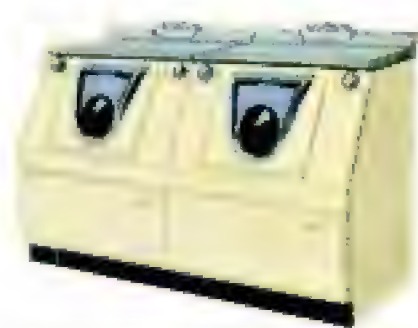




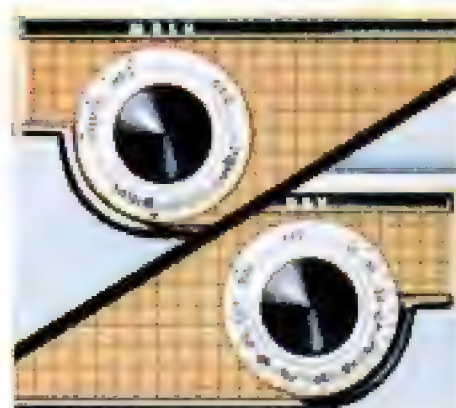


# Laundromat

If you prefer separate matching units, see America's Favorite Twins—Westinghouse Laundromat Automatic Washer and Electric Clothes Dryer. All Westinghouse laundry products are now available in new Holiday Colors, two-tone color combinations and, of course, gleaming white. Your nearby Westinghouse dealer will gladly show you.



*Save Soap, Water* with exclusive Weigh-to-Save Door. It tells most economic Water Saver setting—saves up to 12 gallons of water a load! Door serves as a handy loading shelf, too.



*Completely Automatic.* Set the dials of the Wash 'n Dry Laundromat and washday problems are ended. Or use the flexible controls to stop or repeat any part of the washing or drying cycle.



*Fluff Drying.* Towels on right were dried on a line. Those on left dried by Westinghouse direct air flow system. Clothes come out so fluffy, wrinkle-free—many need no ironing!



*Handy File!* Convenient Westinghouse instruction book is always at your finger tips in the built-in Laundrofile. It's complete . . . easy to use. An exclusive Westinghouse feature.

**YOU CAN BE SURE...IF IT'S Westinghouse**

Every week be sure to see WESTINGHOUSE STUDIO ONE — TV's most popular Dramatic Show. CBS-TV.

Westinghouse Electric Corporation, Electric Appliance Division, Mansfield, Ohio



# SALE! CANNON TOWELS

All in new Cannon Carefree Colors!  
Choose from these and many other  
outstanding values!

**59¢**

Budget-quality towels of good firm terry that lap up water, dry out in a wink. Gay striped towels and solid-color towels in six popular Cannon Carefree pastels. Buy them by the dozen at this low price!

**79¢**

Large-size good-quality Cannons in six Carefree Colors. Deep-looped, highly absorbent, with simple-weave or lustrous mercerized borders that won't pucker, won't shrink. Stock up at hefty savings!

**98¢**

Large and extra-large Cannon beauties in beautiful co-ordinated solid colors and stripes. Mix and match for heavenly effects! Thick, densely looped, super-absorbent—these husky Cannon towels are exceptionally outstanding values!

**139**

Extra-large, extra-heavy, long-wearing luxury towels with decorative high-sheen borders. Closely packed with long, soft loops, for luxurious texture, velvety softness and *instant* absorbency. And in a fabulous array of decorator colors!

Save now—shop now at your favorite store!



Cannon Mills, Inc., 70 Worth Street, New York City 13 • Towels • Sheets • Bedspreads • Draperies • Stockings • Terry Cloth





ON THE LAST DAY TWO STUDENTS JOIN TEACHER MABEL BERGQUIST IN PLEDGE OF ALLEGIANCE. DAVID ROSENQUIST, 5 (RIGHT), IS NOT AN OFFICIAL PUPIL

## A Little School Gives Up

FOR NEBRASKA A SENTIMENTAL CLOSING ALSO WORKS PRACTICAL GAIN

For nearly 60 years, the one-room schoolhouse of District 17 in York County, Neb. kept most of its 20 seats filled. Since the war, though, enrollment has relentlessly dwindled. But the citizens of District 17 stubbornly kept their school open. This year the school had an enrollment of two, plus a 5-year-old boy who attended just for fun. Last month, with only one pupil scheduled for next year, District 17 agreed to send

their seventh-grader to a neighboring school and to close their own.

The closing marked more than the end of a sentimental reminder of yesterday. It also marked another step in Nebraska's slow progress toward consolidating its patchwork of 5,669 school districts, biggest state total in the U.S. But as Nebraskans elsewhere refuse to consolidate, state educators admit that the desirable goal of 600 districts is a long way off.

OUTSIDE THE WHITE SCHOOLHOUSE AT MORNING RECESS MRS. BERGQUIST FILLS A MUCH NEEDED ROLE AS CATCHER IN INFORMAL GAME OF ONE OLD CAT





# KILLS 100 % OF ATHLETE'S FOOT FUNGI IN LESS THAN 5 MINUTES

**Famous laboratory cultivates millions of Athlete's Foot fungi and reports every single one killed by Absorbine Jr.!**

Within seconds after you apply it, you feel Absorbine Jr. go to work. This time-tested stand-by has brought successful relief in a great majority of cases tested under strictly controlled clinical conditions. So relieve the misery of Athlete's Foot—FAST—with Absorbine Jr., America's No. 1 Relief!



Athlete's Foot fungi, shown in laboratory test tube culture (left), may attack your feet any time of year. And, when your toes are moist or irritated in summertime, they're least able to resist these parasitic micro-organisms.

But Athlete's Foot germs can be killed—fast! Absorbine Jr. totally destroyed identical Athlete's Foot germs in test tube (right). As demonstrated, fast-acting Absorbine Jr. kills germs that bring misery to millions.



Raw cracks between the toes are "open invitations" to infection. These cracks are where Athlete's Foot fungi get in, spread and infect. Toes redden, itch. Skin flakes off in whitish patches. These, and accompanying pain, are usually symptoms of Athlete's Foot. Get after them—fast—with Absorbine Jr.

Athlete's Foot fungi can lie dormant for months, then become active and lay you up. For relief of Athlete's Foot symptoms, apply Absorbine Jr. between the toes. Absorbine Jr. kills all the Athlete's Foot fungi it reaches and promotes healing.

And to guard against Athlete's Foot, make daily use of Absorbine Jr. during summer months. It is sold at drug counters everywhere.

Absorbine Jr. also brings relief from muscular aches and pains due to over-exercise, minor sunburn, and non-poisonous insect bites.

W. F. Young, Inc.,  
Springfield, Mass.



## Absorbine Jr.

AMERICA'S NO. 1  
ATHLETE'S FOOT RELIEF



## LITTLE SCHOOL CONTINUED



**AT LUNCH** Mrs. Bergquist joins pupils in classroom. Parents of 5-year-old David had been planning all along to enter him in parochial school next fall.



**AT GRADUATION** Mrs. Bergquist gives Lloydell Wolstenholm diploma and goodbye handshake. Ready for high school, Lloydell would have left anyway.



**AT NEW SCHOOL** Earl Stevens and his mother look over building where he will enter eighth grade in fall. He will be one of 1,198 pupils in the school.



**FRAN ALLISON**  
FRAN of Kukla, Fran & Ollie  
AUNT FANNY of the  
"Breakfast Club"

*So easy !... Follow simple directions and just one application of this new discovery*

*is guaranteed to*

**SPRAY AWAY  
MOTH TROUBLES**

*for an* **ENTIRE YEAR**  
*or your money back!*



**OTHER FAMOUS d-CON PRODUCTS**  
**Rat and Mouse Killers:**



Comes ready-to-use. Follow simple directions and Ready-Mix is UNCONDITIONALLY GUARANTEED to wipe out every single rat and mouse on your property... or your money back.

**d-CON READY-MIX**  
with LX 3-2-1 1-lb. .... **\$1.69**

Comes in automatic-feed package. Follow simple directions and MOUSE-PRUFE will safely keep your property MOUSE FREE ... FOREVER!

**d-CON MOUSE-PRUFE**  
2 Oz. .... **49¢** 4 Oz. .... **89¢**



**Fly-Killer**

A new way to kill flies. Just scatter! Flies die in minutes.

**d-CON FLI-CON**  
(Bulk Size READY MIX) ... **\$1.89**



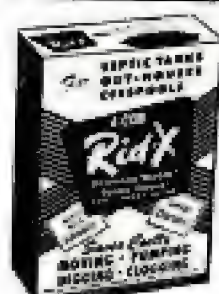
**Roach and Ant Killers**

Leaves invisible coating that kills roaches, ants, silverfish and waterbugs on contact.

**d-CON ROACH PRUFE** with brush **\$1.19**  
**d-CON ANT-PRUFE** with brush .... **1.19**



**Septic Tank & Cesspool Conditioner**



Dissolves fiber, paper, oils and greases, and keeps disposal units working at top efficiency.

**d-CON RID-X**  
1-lb. .... **\$1.69**

**d-CON  
MOTH-PRUFE & CEDAR KIT**

**d-CON MOTH-PRUFE & CEDAR KIT**  
CONTAINS EVERYTHING YOU NEED  
TO MOTH-PROOF YOUR HOME AND  
CEDARIZE YOUR STORAGE AREAS



**d-CON CEDAR-ON**  
GIVES EVERY STORAGE  
INTERIOR THE BENEFIT  
OF REAL CEDAR OILS!



Complete  
Kit only **\$2.98**

**d-CON  
MOTH-PRUFE**  
LEAVES  
NO ODORS—!  
NO TELL-TALE  
CRYSTALS!



**FOLLOW SIMPLE  
DIRECTIONS AND  
d-CON MOTH-PRUFE  
IS EFFECTIVE FOR  
A YEAR ... OR  
YOUR MONEY BACK!**

**SAFE FOR THE  
FINEST  
FABRICS!**

© The d-CON Company, Inc.—Chicago, Ill.

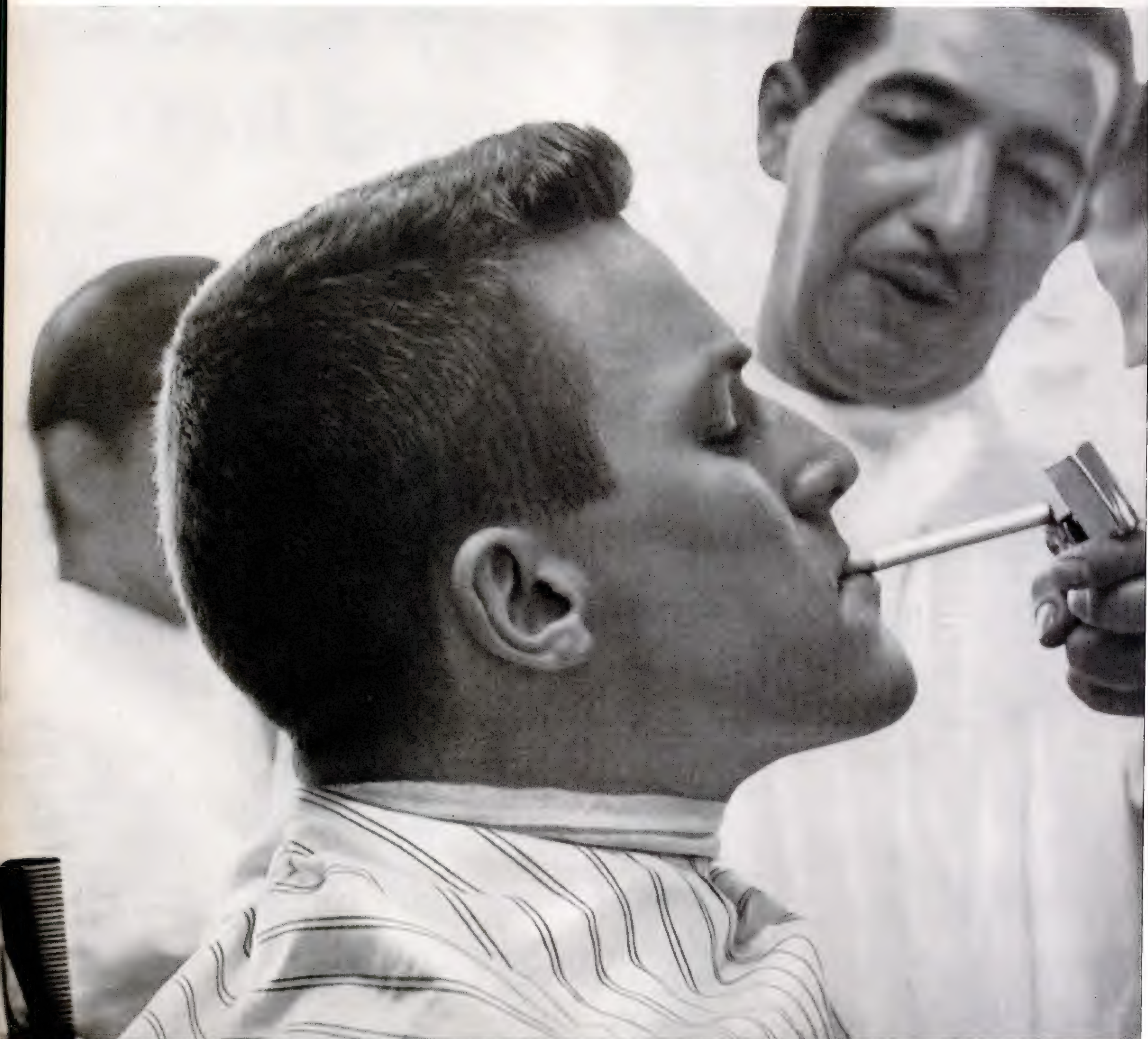
**Insist on Money-Back Guaranteed d-CON Products at Drug, Hardware, Grocery, Feed & Dept. Stores**



ALWAYS SMOOTH... NEVER HARSH OR BITTER...

# Old Gold treats your

... OLD GOLD'S EXCLUSIVE  
OF BRIGHTER, MORE GOLDEN TOBACCOS



START WITH YOUR NEXT PACK. SEE IF EACH AND EVERY OLD GOLD YOU SMOKE—FROM THE FIRST  
YOU LIGHT TO YOUR LAST AT NIGHT—ISN'T A SMOOTH, FRESH TREAT TO YOUR TASTE

Now—try the



# taste right all day long

'MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



## ONE GREAT NAME FOR THREE GREAT SMOKES

### **1. New Filter Kings**

True flavor—truly filtered. Every easy draw will tell you, *a true tobacco treat*. Tastes good—all day, every day. Full king size. Popular filter price.

### **2. Regular Size**

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

### **3. King Size**

If you like 'em *long*—here's the one you've longed for! Always smooth, never harsh or bitter. Really *comfortable-tasting*—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

COPYRIGHT 1955 P. LORILLARD COMPANY

1st Famous Name Filter Cigarette: Old Gold Filter Kings





## WHY THIS SIGN IS YOUR GUIDE TO FINER TELEVISION

**RCA's 36 years' experience  
is yours to share in TV  
—black-and-white or color**

When the time comes for you to purchase a TV set and enjoy the most fabulous medium of entertainment ever created for the home, here are some facts that will help you make the right decision.

To pioneer and develop television, in color as well as in black-and-white, called for a special combination of practical experience, great resources and research facilities in the fields of communications and electronics.

RCA was exceptionally qualified to do the job:

### **EXPERIENCE:**

RCA has been the recognized leader in radio communications since its formation thirty-six years ago. Its world-wide wireless circuits, established in 1919, and its development of electron tubes, laid the groundwork for radio broadcasting in 1920 . . . and the first nation-wide radio network in 1926.

Radio broadcasting led to television—and in 1939 RCA made history by introducing black-and-white TV as a service to the public.

Dr. V. K. Zworykin of RCA invented the iconoscope, or television camera tube, and he developed the kinescope, now universally used as the picture tube. Both of these electronic wonders he demonstrated in the 20's and they were the keys to practical television.

### **RESOURCES:**

Pioneering and development of color TV has been one of the most challenging and expensive projects ever undertaken by private industry. To date, RCA has spent \$50,000,000 on color TV research and development, in addition to the \$50,000,000 previously spent in getting black-and-white TV "off the ground" and into service.

### **RESEARCH FACILITIES:**

RCA has one of the most complete, up-to-date laboratories in the world—the David Sarnoff Research Center at Princeton, N. J. It is the birthplace of compatible color television and many other notable electronic developments.

*No wonder that you can turn to RCA to find all of the essentials of quality and dependability born only of experience.*

In addition, the RCA Service Company, manned by a corps of trained technicians, operates service branches in all principal television areas. No other organization is so thoroughly equipped to install and service your television set, as well as any other RCA product.

**RADIO CORPORATION  
OF AMERICA** ®

Electronics for Living







ENDING THE SEASON'S RESTRICTION ON BEER, HOFSTRA DEFENSEMAN ED AYDT GUZZLES A COLD CAN MINUTES AFTER LACROSSE TEAM WON OVER RUTGERS

## SMALL COLLEGE CARRIES A BIG STICK

**Hofstra lacrosse team winds up season of beating famous names**

The kind of athletic glory usually familiar only to big universities came to Long Island's small Hofstra College. Last week Hofstra's lacrosse team beat a previously undefeated Rutgers team, 16-6, and finished its 1955 season with 14 victories in 15 collegiate games and wound up as a big wheel in a small sport. Attaining the most successful and satisfying season in the school's history, Hofstra humbled such schools as Yale, Dartmouth and Ohio State.

Responsible for this outstanding record is Coach Howard Myers (*next page*). Before he came to Hofstra five years ago, "Howdy's" teams at Johns Hopkins had won four U.S. championships. Of his present varsity squad only six of 35 had played lacrosse before. But he organized a tight defense, taught a tricky, fast-passing offense, and in general made the most of talent that Hofstra never knew it had.



**ON THE ATTACK** Hofstra's Joe Masone runs with ball in stick. One of game's stars, he scored

a goal, was credited with three assists when passes he fed to teammates were converted into scores.





**NEW "FANTASY" LOW-TABLE FAN**  
**Small, compact — yet moves air**  
**equal to big 16' x 20' room**  
**every minute...costs only \$53.95**



Emerson-Electric's extended cooling range picks up the cooler floor air and distributes it all around the room.

**Lifetime Cooling**—The discomfort of hot, sultry weather is a thing of the past with an Emerson Electric Low-table Fan. Precision engineered, 3-speed lifetime motor with electrically balanced blades.

**Fantasy Styled** in dramatically beautiful design that enhances room decor. Washable plastic cap. Doubles as a serving table, yet takes up no more space than an ordinary fan. See it—and other great Emerson Electric fans at your dealer's, or write for brochure No. 5001 today. THE EMERSON ELECTRIC MFG. CO., ST. LOUIS 21, MO.

The all-new 1955 Emerson-Electric air conditioner. One-ton unit pictured below, \$329.95. Set of six removable plastic face panels in attractive colors. True flush mounting—directional cooling—concealed control center. Write for colorful brochure No. 5002.



NEW Northwind oscillating fan... only \$19.95



NEW Roll-about Air Circulator... \$79.95



NEW 20" Turnaround window or floor fan... \$57.40



NEW style, new colors, new comfort for 1955

**Emerson-Electric**  
of St. Louis • Since 1890



**Small College, Big Stick** CONTINUED



**EN ROUTE TO RUTGERS**, girl cheerleaders in motorcade sang Hofstra song at every stop. Six hundred fans made trip to New Jersey for the big game.



**FIRST SMOKE** since start of the training season is lit up after the big game by co-captain Jack Fahey.



**HIGH-RIDING COACH**, Howdy Myers is carried off field after Rutgers triumph. He once coached St. Paul Prep in Maryland to 61 consecutive victories.





1. Hey, the dessert that's on TV!



2. Quick, while Mom's busy . . .



3. Milk . . .



4. . . . and then the puddin' stuff



5. Beat 'em up good . . .



6. Tastes swell! Boy!



7. All ready for supper



8. But I can't wait!

Fun to make—Fun to eat  
the "BUSY-DAY" dessert

You can make it and serve it—  
at the very last minute



Vanilla • Chocolate • Butterscotch • Coconut Cream

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



# How about HEINZ BEANS?



You Know It's Good  
Because It's Heinz!



# today?

**N**UT-SWEET, golden-brown Heinz Beans—tender to the heart and glistening with the kind of fragrant, spicy sauces only Heinz expert chefs create—make a delicious, quick-to-fix dish the whole family loves!

● Most folks enjoy thrifty Heinz Beans cold—or heated up in their own sauces. Vary them by adding bacon or frankfurters. Try recipes on the labels, too!

## 3 Handy Sizes

FAMILY (20½ OZ.)

REGULAR (16 OZ.)

INDIVIDUAL (7 OZ.)



## Three delicious ways to start your outdoor eating right

by Lila Jones

### Special for backyard chefs!



● **Tangy Barbecue Sauce For Chicken**—In pan, combine 2 Tbs. sugar, 2 Tbs. Heinz Worcestershire Sauce, 1 Tbs. Heinz Mustard, ½ cup Heinz Apple Cider Vinegar, ½ cup thick, rich Heinz Ketchup, ¼ cup butter or margarine, 1 tsp. salt, ¼ tsp. pepper, 1 tsp. paprika. Baste when broiling. (Serves 3.)



### Last word in main-dish salads!

● **Hearty Bean Salad Bowl**—Drain contents No. 2 can kidney beans. Add 2 Tbs. salad oil, 1 Tbs. Heinz Apple Cider or Salad Vinegar, ¼ tsp. salt. Chill 1 hr. Add ½ cup chopped celery, ½ cup chopped Heinz Dill Pickles, ¼ cup minced onion, 2 hard-cooked eggs, chopped, dash pepper, 2 Tbs. mayonnaise. Chill. Garnish with grated cheese, egg slices, tomato wedges. (Makes 4 servings.)



### Something new in sandwiches!



● **Spicy Ham Salad Sandwiches**—Blend together ½ lb. (or 1½ cups) ground cooked ham, ½ cup mayonnaise and ½ cup spicy Heinz Hot Dog Relish. (Makes 1½ cups spread—enough for 6 or 8 delicious sandwiches.)



● **This is the renowned Heinz "Aristocrat"**—plump-est of tomatoes, grown from pedigreed seedlings and picked at peak of flavor for Heinz Ketchup, Chili Sauce, Cream of Tomato Soup and other of Heinz 57 Varieties.



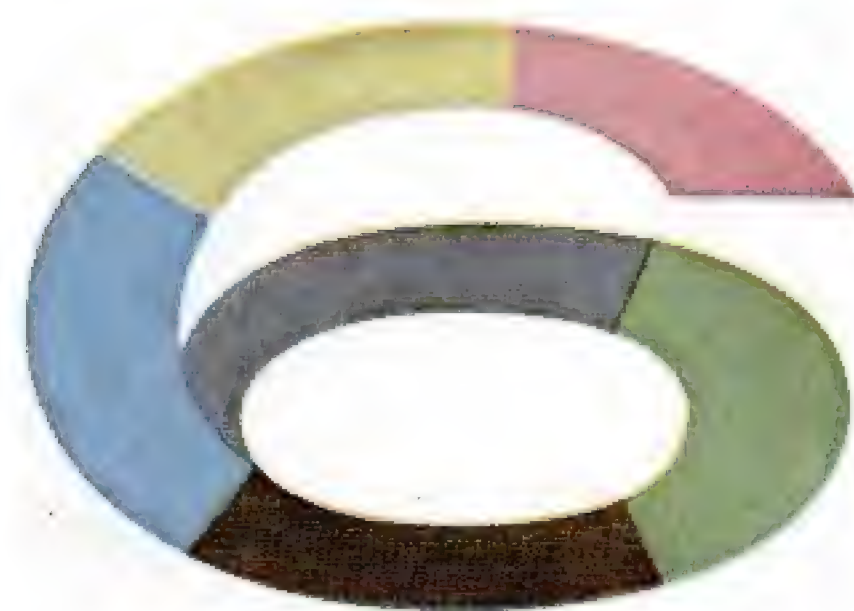
**HEINZ**  
57  
VARIETIES

WATCH HEINZ "Studio 57" and "Captain Gallant of the Foreign Legion" every week on TV.





Now the  
famous Royal  
standard in



exciting colors

**Another Royal first**—color in standard typewriters—your choice of 6 exciting colors!

Just as "Magic" Margin, "Touch Control," and other famous features make Royal easier to use, so does this Royal first make it a real joy to look at.

But Royal's beauty is not just on the surface. You get durability... typewriters that take less time out for repairs. They are the  $2\frac{1}{4}$  to 1 favorite among business people who type.

Why not live a little? Ask to see these new beauties. Call your Royal Representative.

**ROYAL**

*standard typewriter*

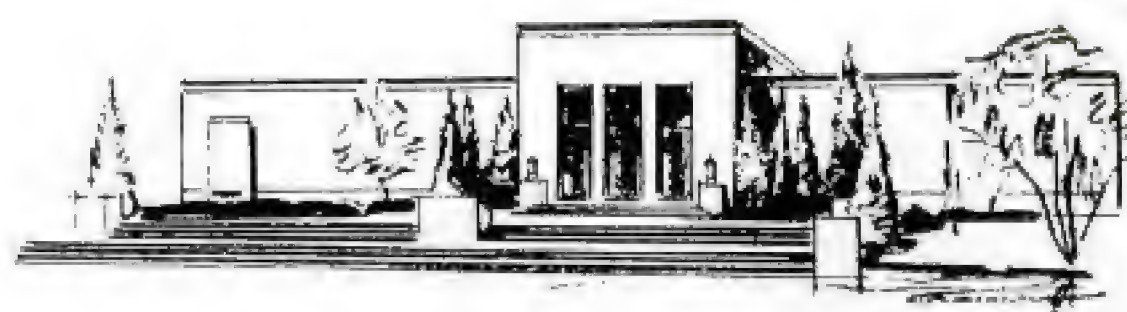


*the Royal touch is the light touch*

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MUSEUM  
DIRECTOR'S  
CHOICE



THE DALLAS MUSEUM OF FINE ARTS



## Old Texas Fort by Modern Texas Artist



JERRY BYWATERS

*This is the fourth in LIFE's series of works of art which U.S. museum directors have chosen as their own favorites in their museums. Jerry Bywaters, head of the Dallas Museum of Fine Arts, has selected the painting Fort Davis, which is the work of the 45-year-old Texas artist, William Lester. Mr. Bywaters writes:*

*I guess it is not wholly unexpected that as a Texan I have chosen a Texas subject by a Texas painter. Fort Davis reflects my liking for the Big Bend area in Texas, which remains one of the few places in the country*

*to which a man can retire for some quiet thinking.*

*But in addition to satisfying such personal taste, this work seems to me a rich and knowing example of good contemporary American painting. Using a bone-dry paint effect befitting his subject, Lester has manipulated spaces, lines and angles into a tense design. Most of the color is like the arid earths in the Rio Grande Valley, with accents bright as bits of colored glass. The walls shimmer like mirages, which are the broken mirrors of the region. Lester has turned this old ruin into an intriguing organism with new vibrancy and life.*



Treat yourself to light, bright **Ballantine**...  
**that's Ale, brother!**



P. BALLANTINE & SONS, NEWARK, N. J.

Leads all ales in sales because

-  **It's lighter...**  **all the way**
- It's smoother...heartier-tasting**
- It satisfies without filling** 



Next time, ask the man for

**Ballantine** ale



# WIRETAPPER IN THE PULPIT

Converted gangster's man uses his skills and story to save souls

A film called *Wiretapper*, which will soon be released for the country's movie theaters, tells a lurid story: about an electronics expert who sells his services as a wiretapper to a big crime syndicate and is saved from his evil ways by the words of Evangelist Billy Graham. The melodramatic plot happens to be largely true, the story of a minister's son named Jim Vaus, whose skill at wiretapping was employed both by the Los Angeles police and by Gangster Mickey Cohen.

One day in 1949, when Vaus was about to complete a big coup, a tap on a racing wire, he stopped in at a Billy Graham rally in

Los Angeles. When Graham exhorted sinners to be saved, Vaus found himself up in front on his knees praying. Since then he has been using his skills in the service of the Lord.

An evangelist himself today, Vaus enlivens his revival sermons with an \$18,000 collection of crackling and flashing electronic gadgets, which he uses to point up his texts. Touring the country, he receives about \$3,000 a month in "love offerings" but keeps only \$400 of it for himself and his family. The surplus, along with the profits from the film *Wiretapper*, will be used to set up a world-wide communication system for missionaries.



**IN OLD DAYS** Vaus was put in jail for alleged complicity in gang rackets. He was not indicted.

AT LOS ANGELES PREMIERE OF HIS MOVIE, "WIRETAPPER," EVANGELIST VAUS URGES PENITENT TO COME FORWARD AS SPOTLIGHT TURNS ON HIS WIFE ALICE



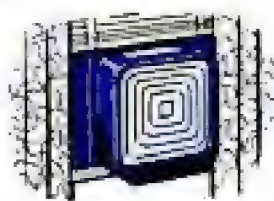


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fan like  
this...**



*Only SIGNAL offers two kinds of cooling...*

*NEW...no-draft*



*natural cooling*

*or...powerful, direct air-flow*



*—both in one window fan. Thermostatic control,*

*electrically-reversible... guaranteed for 5 years.*

*In 12", 16½", 20" sizes. Get the newest... get SIGNAL.*

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SIGNAL ELECTRIC DIVISION • KING-SEELEY CORPORATION • Menominee, Michigan

## Wiretapper in Pulpit CONTINUED



**ELECTRONIC TRICK** is used by Vaus in a sermon. He speaks into microphone in flashlight. His voice comes out as rays, then is changed to sound.



**LIGHTING FLUORESCENT BULB** without wires is done by holding it near generating coil. Such stunts stress need for faith and belief in God's mysteries.

CONTINUED ON PAGE 79





**Pa for the course? He'll love** the breeziness of a **Son O' Chief Shirt**. Avcoset linen-weave rayon can't fade or shrink! \$3.95. **Scotlin Bermuda Shorts** shed wrinkles, wash beautifully. Rayon-Dacron you'd swear was linen! \$5.95. **Helanca Hose** to match. \$2.



**Do-Dad? He'll love** to be seen in the **Punjab Slack Set**—mighty cool and practical. Shirt's handsome bathing stripe adds to broad shoulder look. \$5.95. **Scotlin slack** is rayon-Dacron with linen-look. Plaid belt matches the shirt. Complete 3-Piece Set: \$16.95.

**Father to travel? Then he'll love** the globe-trotting excitement of **RSVP-3D Swimwear**. Of washfast, sunfast Bates Disciplined cotton, shirts and Caribe boxer trunks are emblazoned with authentic postage stamps from far-off places. Mix 'em and match 'em. Shirt and trunks, \$5 each. Boy-sized editions too!

# For the love of Pop... give McGregor!

**Make him a glad Dad! He'll love** the cool, airy comfort of this **Batista Tempo Shirt** with its smart satiny overplaid and new Italian no-seam collar. \$5. **Scotlin CW slacks** in new Mica Green. \$10.

**Lolling Pop? He'll love** the leisure and luxury of the **Bimini Sportshirt**. A paletteful of rich colors in washable rayon. \$5. **Bahama Golf Slack** has half-belt that's twice as smart. \$7.95.



## McGREGOR\*

*Sportswear made in U.S.A.*

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# WATCH IT SHINE THE DEEP-DOWN COLOR BACK!

CLEANS AS IT SHINES  
IN ONE EASY STEP!

Created by **JOHNSON'S WAX**  
for today's more colorful cars

Makes blues bluer, reds redder, greens greener—deepens any color! Brings the original beauty back to fading colors—keeps new cars looking new. And Deep Gloss Carnu gives you these amazing results in one easy step—no pre-cleaner is needed. Simply rub it on—and 5 deep-cleaning agents remove dull road film,

grease and grime. After it dries to a haze—just wipe it off and it shines automatically without hard rubbing. And what a shine!—deep, brilliant color, sparkling through a tough mirror glaze. See it yourself on your car today. Shine the deep-down color back with Deep Gloss Carnu. (See our introductory free offer below.)



FREE! Generous supply of Rymplecloth  
with Deep Gloss Carnu at regular price.

OUTLASTS ANY AUTO POLISH KNOWN



Wiretapper in Pulpit CONTINUED

## HIS LIFE, REAL AND RE-ENACTED



**HIS GANGSTER BOSSES**, Harold Meltzer (*left*) and Mickey Cohen, appear with Vaus at 1949 trial of Meltzer, who was freed in concealed weapons case.



**HIS CONVERSION** is re-enacted for film *Wiretapper* by Billy Graham (*above*) who repeats his revival meeting sermon which led Vaus to break with gang.



**CLIMAX OF FILM** comes when Vaus (played by Bill Williams, *right*) tells the gangsters that he is through. They threaten to kill him, but let him go.

DO'N'T SAY ORANGE # SAY

# NESBITT'S

Everyone—boys, girls, mothers and dads...will love NESBITT'S...will be delighted with this full flavored, sparkling soft drink. It's so refreshing, so satisfying to the taste and thirst.

Ask for NESBITT'S by name. Look for this distinctive carton and take home 6 bottles today.

a soft drink  
made from *real* oranges



# FACTS ABOUT NEW FILM

*show you why  
this is the summer to  
buy the 60-second*

## **POLAROID®** *Land* **CAMERA**

You've probably heard about the remarkable camera that develops and prints its own pictures. Maybe you've even used it—and known the thrill of holding the print in your hand one minute after you've snapped the shutter. Now, with a brand new film

just announced, the Polaroid Land Camera not only gives you finished pictures in 60 seconds—but pictures so good you won't believe you took them! Here are the facts: **1. The new film gives you unusually sharp, clear prints.** Details you might scarcely notice with your naked eye—blades of grass, a fluffy

cloud—seem to spring to life on the finished print. Even if one side of your subject is in brilliant sunlight and the other in shadow, you'll get good detail in both the light and dark areas.

With the new Polaroid PolaPan Land Film, the camera captures perfectly the subtlest variations of tone and texture. **2. Skin tones look softer, more flattering** because this film is panchromatic. It subdues freckles and blemishes. Lipstick never comes out black. You get prints with greater depth, more warmth and richness. There's no finer film for taking really beautiful photographs of babies and women.



**3. You can take many indoor shots without flash** with new Polaroid PolaPan. You can shoot in only one-fourth the light you used to need. This new film is so sensitive\* you can take many pictures indoors with natural daylight...shoot excellent pictures on the grayest day, even in the rain...get superb portraits with a single 150 watt bulb in an ordinary bridge lamp (see below).

**4. Your precious prints will last.** Baby pictures, priceless vacation shots, family portraits are yours for a lifetime; they'll last just like any fine prints. **5. The new film corrects your mistakes**

**in exposure.** The film's greater latitude gives you much more leeway in judging exposure, makes picture-taking almost foolproof. **6. Copies and enlargements are better than ever,** because of the magnificent detail in the original print. **7. The Polaroid Land Camera is a cinch to operate.** You just drop the film in, set one dial—which automatically selects the right shutter speed and lens combination—



and you're ready to shoot—one picture or a whole bunch. (You'll economize with the Polaroid Land Camera because you don't have to shoot up a whole roll just to get at one or two pictures you really want to see.) **8. You can now buy a Polaroid Land Camera for only \$69.95...** as little as \$1.19 a week. This new low price means now you can enjoy the exciting, creative kind of picture-taking that only this camera, only this new film can give you. The facts make it clear. *This is the summer for you to buy a Polaroid Land Camera.* These pictures were taken with a Polaroid Land Camera.

\*EXPOSURE INDEX 400 - ASA EQUIVALENT POLAROID CORPORATION, CAMBRIDGE, MASS.





## THE WESTERN ALLIANCE: A FAMILY PORTRAIT

When Germany was admitted to NATO the foreign ministers of the West and permanent NATO delegates sat down in Paris for a family portrait. Only Italy's Foreign Minister Gaetano Martino missed the roundup. Seated from left on the first level are: External Affairs Minister Lester B. Pearson, Canada; Anthon Vestbirk, Denmark; H. van Vredenburg, deputy secretary general of NATO; Foreign Secretary Stephanos Stephanopoulos, Greece, acting chairman; Lord Richard Coleridge, NATO executive secretary; Foreign Minister Antoine Pinay of

France; Foreign Minister Paul-Henri Spaak of Belgium. Standing on the first level from left: Leolyn Dana Wilgress, Canada; Georges Exintaris, Greece; Alexandre Parodi, France; André de Staercke, Belgium. Seated on second level: Chancellor Konrad Adenauer, Germany; Prime Minister Joseph Bech, Luxembourg; Foreign Minister Halvard Lange, Norway; Foreign Minister Kristinn Gudmundsson, Iceland. Standing on the second level: Herbert Blankenhorn, Germany; Nicolas Hommel, Luxembourg; Arne Gunneng, Norway; Adolfo Alessandrini, Italy;

Pétur Benediktsson, Iceland. Seated on third level: Foreign Minister Paulo Cunha, Portugal; Foreign Minister Johan Willem Beyen, Netherlands. Standing on third level: Pedro de Lemos (Conde de Tovar), Portugal; A.W.L. Tjarda van Starkenborgh-Stachouwer, Netherlands. Seated at top: U.S. Secretary of State John Foster Dulles; Minister of State Fatin R. Zorlu, Turkey; Foreign Minister Harold Macmillan of the United Kingdom. Standing at top: George Walbridge Perkins, U.S.; Mehmet Ali Tiney, Turkey; Sir Christopher Steel, United Kingdom.





**THE SHIP** The supply ship U.S.S. *Reluctant* rides monotonously off the "cruddy island" at break of dawn. Moored safely away from the South Pacific combat zones, the ship, its officers and its desperately bored crew have been left far behind by the shooting war.



**THE ENSIGN** Frank Thurlow Pulver (Jack Lemmon) is besieged by native girls from Elysium Island where the crew is granted its first shore leave in more than a year. Ensign Pulver, a self-confessed ladies' man, submits smugly to their attentions.

**THE CAPTAIN** An old Merchant Mariner, the skipper (James Cagney) waters the palm tree which represents award ship got for meritorious cargo-loading. Original tree was thrown overboard by Roberts, so the captain has chained this one to deck.





## MOVIES

### THE CREW

At the end of their precious liberty, the much-abused men of the *Reluctant* are hauled bodily aboard ship in a cargo net by their hero, Mister Roberts. The man at top, wearing an Elysian hula skirt, is flaunting an enormous plumed fan.



## FAMOUS TUB SAILS AGAIN



**'Mister Roberts' on film  
is as funny as the play**

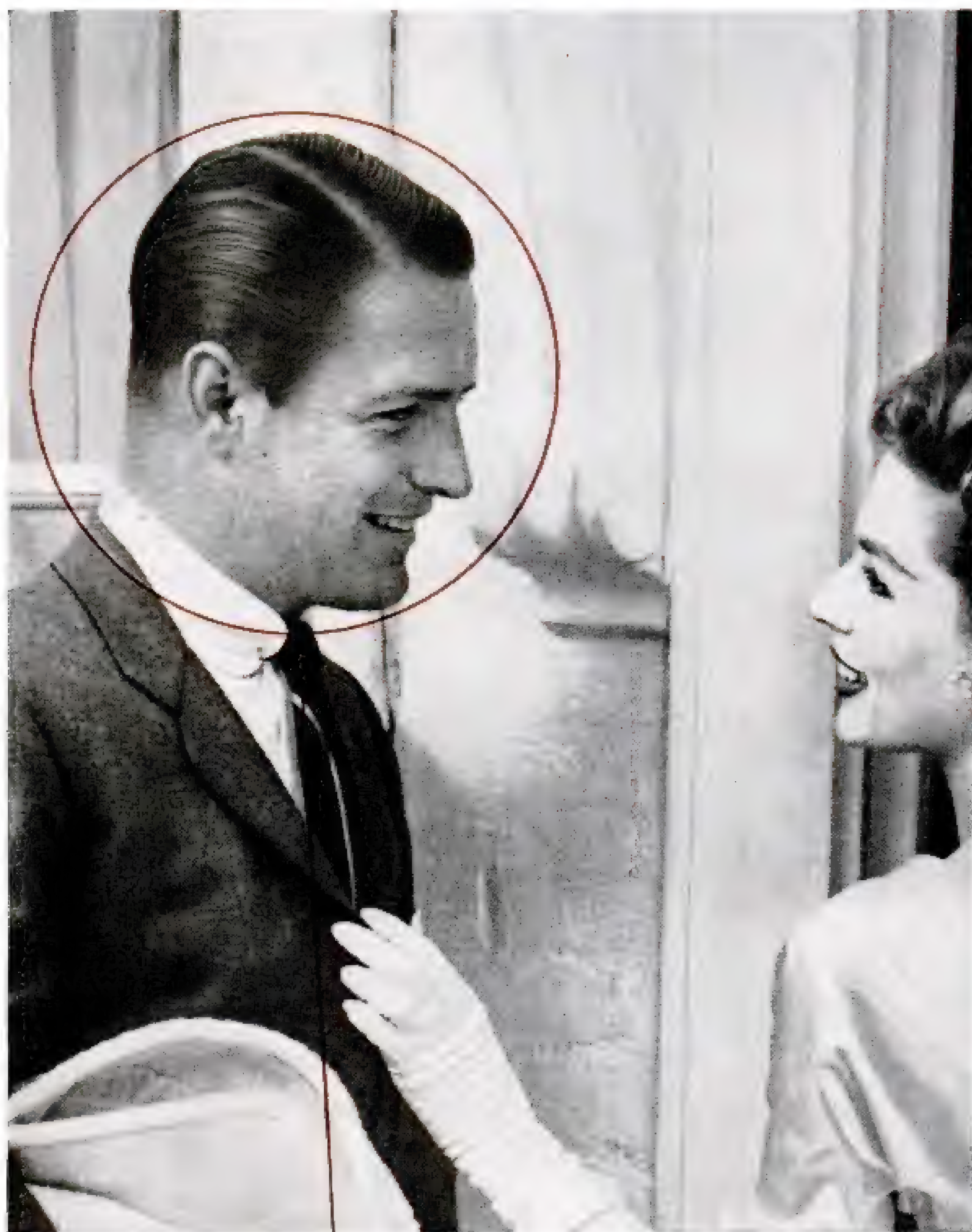
*Mister Roberts* is finally a movie. Thomas Heggen's stories of the heroically boring life aboard a Navy cargo tub in World War II, transformed into a Broadway classic, has emerged almost unscathed in a Warner release and is just about as funny as its predecessors.

Retelling the tale of the "Bucket" and her crew, the new *Roberts* profits from movie treatment in several ways. The crew's shore leave (*above*) and Ensign Pulver's intrepid laundry adventure are both highly effective on film—although the lone nurse which was all the play needed has become six nurses to accommodate CinemaScope. James Cagney, William Powell and Jack Lemmon are welcome new additions aboard the Bucket. And Henry Fonda as Roberts (*see cover*) has lost none of the convincing warmth and skill he showed in the original role.

**ROBERTS** Doubled up in bunk, the *Reluctant's* famous executive officer, again played by Henry Fonda, roars over schemes of thimble-witted bunkmate, Pulver.



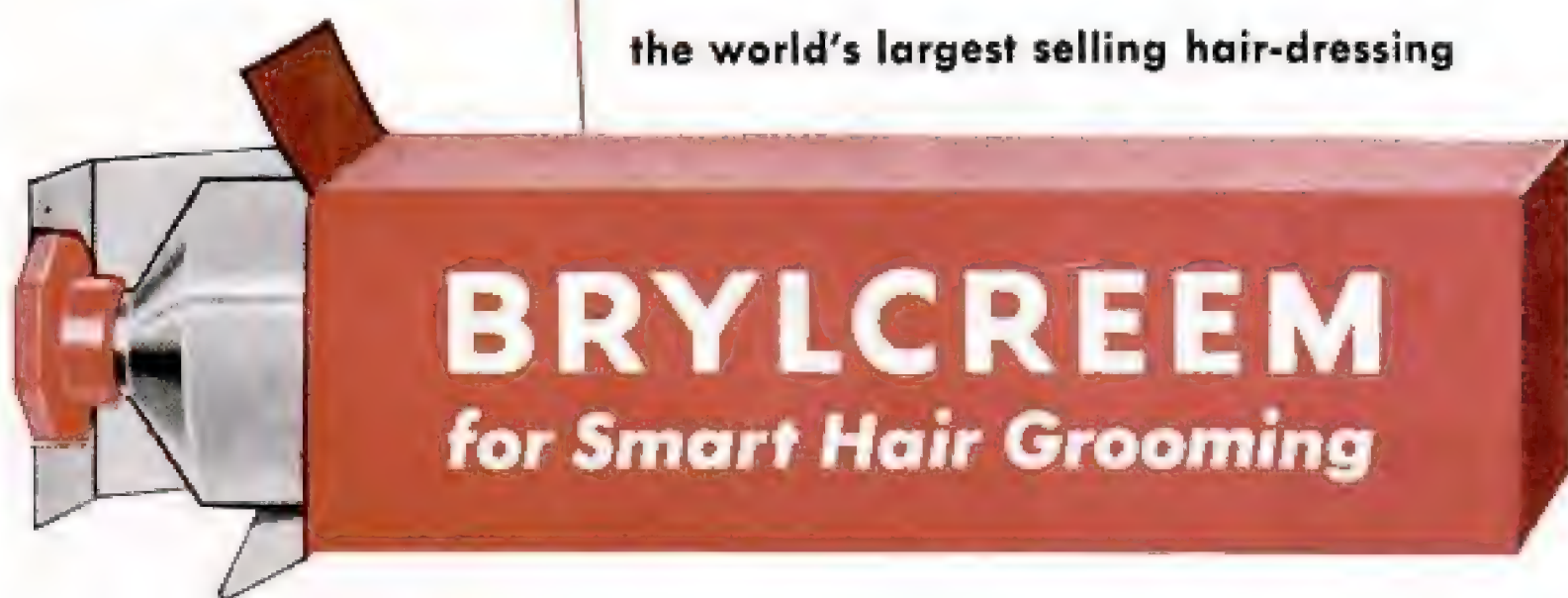
# THE SMART LOOK IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

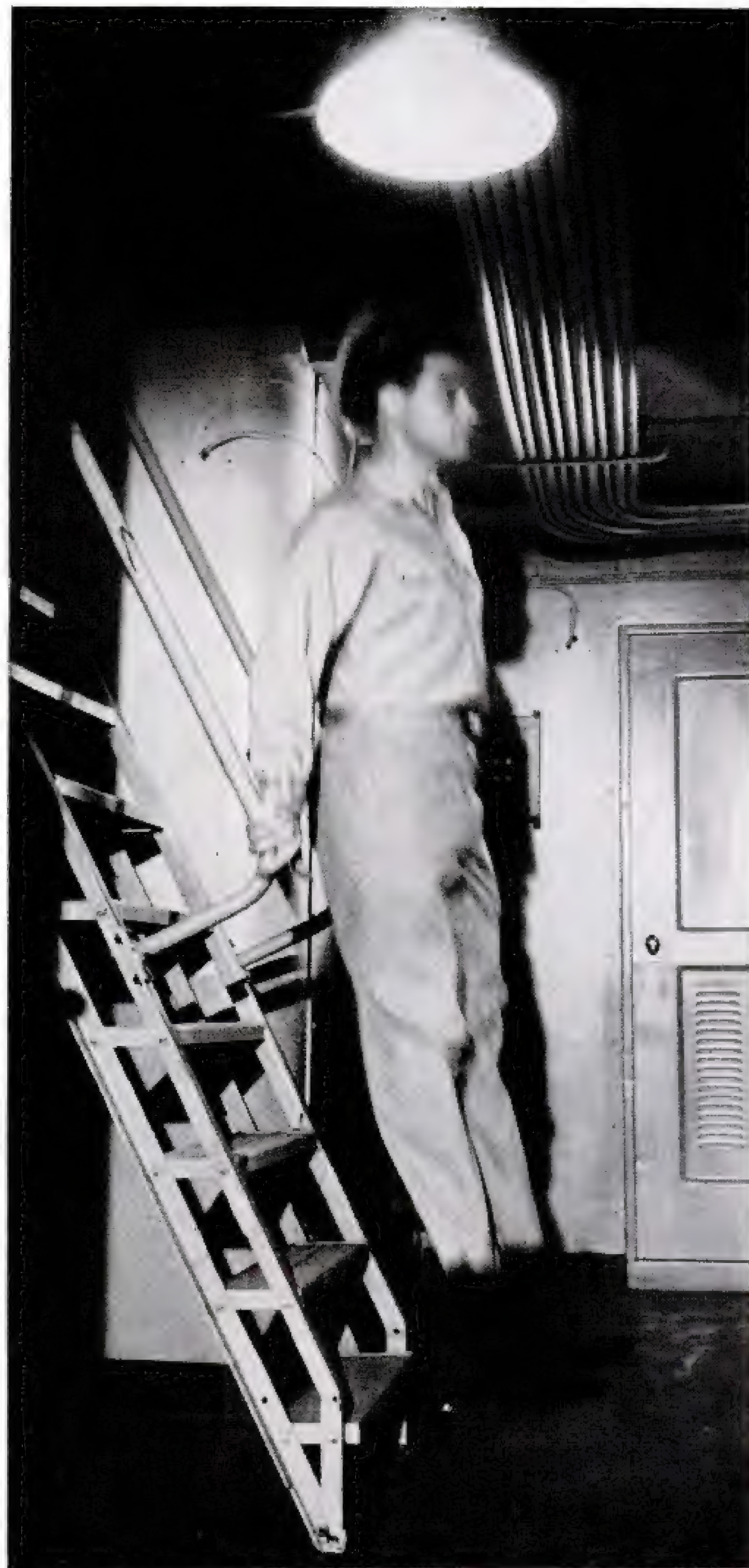
the world's largest selling hair-dressing



the rich cream that's

## Not Greasy - Not Messy!

'MISTER ROBERTS' CONTINUED



IN JUBILATION, Ensign Pulver plummets efficiently down a gangway after laying elaborate plans to entice an Army nurse aboard the U.S.S. *Reluctant*.



IN AMAZEMENT, Mister Roberts discovers fringed silk pillow with which Pulver has decorated bunk anticipating unheard-of female company aboard.

CONTINUED ON PAGE 87





**THE NEW NOMAD**—Long, low and very different—the car that stole the show at auto shows everywhere—the Nomad is the newest achievement of Chevrolet Station Wagon styling.

# Stylish Wagons by Chevrolet!

More and more people are joining the Station-Wagon set—and no wonder, with this spanking quintet of Motoramic Chevrolet wagons to choose from! Beautifully styled inside and out and with space to spare . . . from

the luxurious Nomad to the rugged Handyman, an entirely new concept of stylish low-priced Station Wagons. See them at your Chevrolet dealer's, now . . . and sample their versatility in a demonstration drive!



**THE "TWO-TEN" HANDYMAN**—At work or at play, this 2-door Station Wagon is a pleasure to look at—a joy to drive. Front-seat backs swing way up for easy access to rear seat and cargo area. Interiors—even roof linings—are of colorful, tough and easily washable vinyl.

**THE BEL AIR BEAUVILLE**—The rakish dash of the Bel Air sport series combines with utility in this sleek 4-door model. Only Chevrolet in the low-price field gives you Sweep-Sight vision, fore and aft—shoulder-to-shoulder windshields and curved rear quarter windows.



**THE "TWO-TEN" TOWNSMAN**—Rugged and handsome in every detail—because Chevrolet gives you something no other low-priced car can . . . Body by Fisher. Extra tough under the hood, too: your choice of two new "Blue-Flame" 6's or the surging new "Turbo-Fire V8."

**THE "ONE-FIFTY" HANDYMAN**—Like all Chevrolet Station Wagons, this 2-door boasts more load length than ever—fully ten extra inches, for both rear seat back and cushion fold into the floor. Glide-Ride front suspension and outrigger rear springs give new driving ease.

*Stealing the thunder from the high-priced cars!*

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# Summertime Cottons by Catalina



For summer,  
nothing is  
more "fitting" than  
a Catalina cotton!  
These glamorous  
swimsuits slim the  
hips, diminish  
the waist and give  
your bustline the gently  
rounded new look.

Remember, too,  
Catalina cottons love  
to go swimming...  
keep their shape and  
radiant color.

Left to right:  
Coolie, \$12.95  
Gingerbread Man, \$12.95  
Gingerbread Man  
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Sun Sticks, \$10.95  
Sun Sticks sweater, \$3.98  
Moss Rose (foreground) in  
Everglaze cotton, \$12.95

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a division of  
Julius **KAYSER** & Co.  
hosiery • lingerie • gloves

Tan with TARTAN







VISITING NURSES frustrate Pulver's plans for a private rendezvous with their pretty lieutenant (Betsy Palmer, center) by coming aboard with her.



DELUGED IN SUDS, delighted Pulver explains to Doc (William Powell) and Roberts how a giant firecracker he was testing went off in the laundry.

**NEW!**



**EASIEST**

**Pin-curl permanent... ever!**



**SET IT!**

Set your pin-curls just as you always do.  
No need for anyone's help!

**WET IT!**

Apply CASUAL just once.  
15 minutes later,  
rinse with clear water.



**FORGET IT!**

That's all there is to it!  
CASUAL is self-neutralizing.  
There's no resetting.  
Your work is finished.

**Naturally lovely  
carefree curls  
that last for weeks!**

With CASUAL your hair will  
be soft, naturally curly...  
with all the body, the carefree  
beauty of curls just as you  
want them—perfect for the  
new softer natural look.  
Tonight—try CASUAL!



takes just 15 minutes  
more than setting your hair!  
\$1.50 PLUS TAX





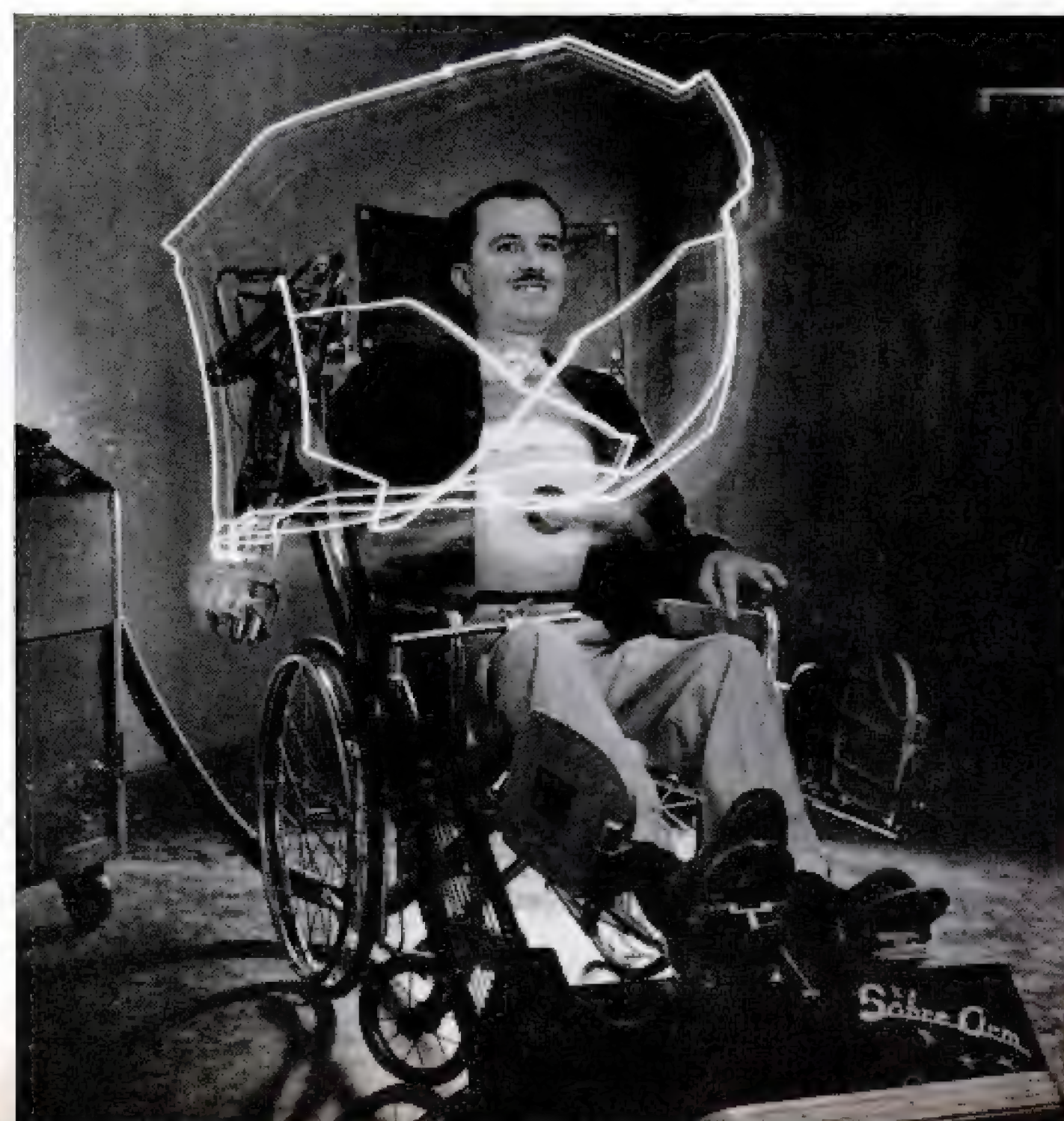
**DEXTERITY** of hydraulic arm is demonstrated in chess game at the California Rehabilitation Center, where Pulliam moves bishop without knocking over other pieces.

**VERSATILITY** is indicated in a time exposure in which Pulliam, holding light, bends arm at elbow, raises, rotates shoulder. Hose behind chair connects to chest respirator.

## JET WORKERS' GIFT

**They make hydraulic arm for paralyzed colleague**

When Marvin Pulliam, a foreman at North American Aviation in Los Angeles, became paralyzed from the waist up with polio three years ago, his fellow employees decided to pool their technical skill and make him a mechanical arm. After nearly a year of studying anatomy and tinkering with toy models, a special task force of airplane designers and engineers put together a gleaming gadget with parts nearly as ingenious as those of the Sabre Jets the company manufactures. Called the Sabre Arm, the device is an elaborate structure of steel tubes and rubber hose which can lift Pulliam's inert arm through nearly all the motions of a healthy limb. It is operated hydraulically by foot pedals since Pulliam's only strength is in his legs. Although the Sabre Arm, with its 159 possible combinations of pedal movements, is tricky to operate, Pulliam can use it to eat, drink, move chessmen and, gratefully, to scratch his nose. And North American is so pleased with its excursion into prosthetics that it plans to license its manufacture outside the company on a nonprofit basis.





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**CONGOWALL®**

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"Tri-Color" W62. Also in green or white.

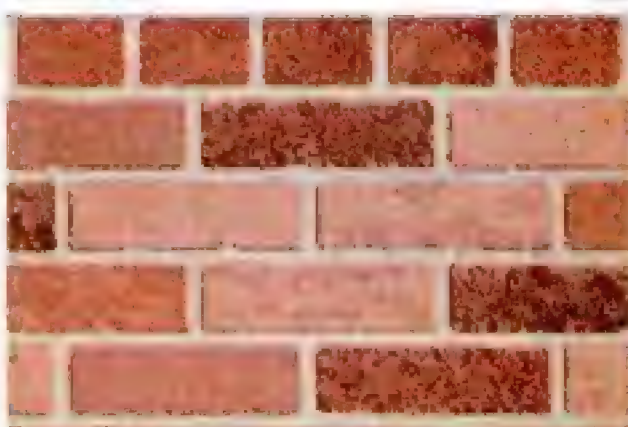
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No. W115

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**More than 6,000,000** people have put up Gold Seal "Congowall" all by themselves! Far faster than tile! Easier than handling paint or paper! Shown: "PlainTile." Choice of 5 patterns.

**There's only one "Congowall"**—Gold Seal "Congowall"—with its guarantee of satisfaction or your money back. Shown: "Ivy," the design that combines so well with "PlainTile."

**To be sure of getting genuine "Congowall,"** look for the Gold Seals and the name "Congowall" on the back. Shown: Jackstraw® (also, yellow), the "Congowall" that makes rooms look bigger!

**A wide selection of handsome "Congowall" patterns** awaits you at your Gold Seal dealer's. Find his name under "Linoleum" in your classified phone book. Shown: "Congowall" in "Brick." Also white.

**For home or business ...  
you get the finest choice of all in...**

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**FLOORS AND WALLS**  
CONGOLEUM-NAIRN INC., KEARNY, N. J.





**NEW!**

# 2 Pillsbury Frostings

*yes. frosting!*

**1. Creamy Fudge Frosting Mix**

*Fudgy, and butter smoo-o-oth, too!*



NO COOKING! NO SUGARS EVER! This is the kind of frosting you've dreamed of making (but may have been afraid to try). It's as good as those hard-to-make cooked fudge frostings in your fanciest recipe book—yet, there's no cooking. That's because all the ingredients have been beaten together 30,000 times a minute in a giant mixer—to a texture finer than the finest cake flour. This thorough beating makes the mix smooth as though it were cooked. You just add butter and water. In minutes you're spreading the creamiest, dreamiest fudge frosting that ever crowned a cake. Covers a big 2-layer cake with a generous filling between. This same package makes a full pound of perfect fudge candy or thick, hot fudge sauce.



## 2. Fluffy White Frosting Mix

*S-o-f-t clear thorough and so delicious!*

AGAIN, NO COOKING! ALL YOU ADD IS WATER. Never sugars ever! Country-fresh egg whites are right in the package. Just like hard-to-make boiled frosting, yet easy to make perfect every time.







Here's extra goodness! Armour Star Bacon is

## Smoked over fragrant Hickory wood!

It's been slowly mellowed in hickory and hard wood smoke. And what a difference that makes! No bacon you've tried is quite like Armour Star ...so good, so full of tempting hickory taste.

Try this delicate flavor. Taste the difference in each lean slice. Ask for Armour Star Bacon today. You'll find breakfast a new experience—when there's hickory smoke in the bacon.

*Only the best lean bacon—carefully sugar-cured—is chosen to carry the Armour Star label. Wrapped fresh daily, and rushed to your store under refrigeration.*

You know it's good!

**ARMOUR**  
STAR

The Armour Star label is one of the world's great guarantees!





IN THE SOVIET UNION ALMOST EVERY YOUNGSTER IS DRIVEN TO SEEK ATHLETIC GLORY IN SUCH EVENTS AS THIS MASSED GIRLS' CROSS-COUNTRY RUN IN A MOSCOW PARK

# RED AMATEURS ARE PROS

For '56 Olympics, Soviets regiment sports as weapon of state

by YURI A. RASTVOROV  
*Former Soviet Secret Agent*

**I**N the 17 months since my flight from the Russian intelligence service I have studied international sports with particular interest from the viewpoint of a fan and a former athlete in the Soviet Union. I was at once amazed by the gulf between the U.S. and Soviet attitudes toward sports. I believe that if Americans do not learn just how complete this difference is before next year's Olympic games, they may be in for some rude shocks. Americans have to realize that such terms as "amateur" and "voluntary" are totally irrelevant in the U.S.S.R. Soviet teams are not "organized"; they are assembled as parts of a great state machine. Soviet teams do not "play" at their sports; they work at them.

In the past two years the world has watched Soviet athletes make a stunning impact on international sports. Soviet teams and competitors have traveled to more than 15 countries, while from Moscow has come a lavish stream of invitations to foreign groups ranging

from a British soccer club to a Japanese wrestling team. Most of those who have accepted these Russian challenges have met crushing defeats: in 1954, for instance, the Russians beat the Canadians at hockey, the British at soccer, the Norwegians at skating. Last July a crew of Soviet oarsmen carried away Britain's Grand Challenge Cup at the Henley regatta.

Soviet participation in such international competition has little to do with "coexistence," certainly even less to do with recreation or sportsmanship for its own sake. The objective in this field was laid down in a 1948 decree, and it is exactly the same as in all others: "world supremacy."

As a member of the Russian generation that grew up after the revolution and later as a member of the Soviet intelligence service, I had very full opportunities to observe the total regimentation of Soviet sports. As a youth I was trained in the military skills that

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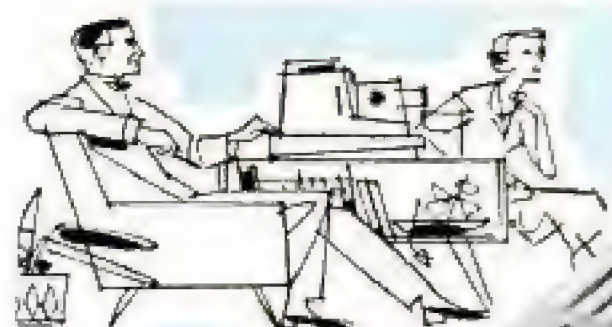


**SOVIET STARS** who have dominated recent international contests are (left) Nina Dumbadze, holder of women's discus record, (center) Boris Schilkov, 1954 men's speed-skating champion, (right) Vladimir Kuc, who holds world's record for three-mile run.





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auto-magazine  
SLIDE PROJECTORS

Now, Revere brings you new slide projection freedom and efficiency—at a popular price! So revolutionary in design and operation, the new Revere 553 or 555 makes ordinary slide projectors outmoded by comparison. Just insert the 36 slide magazine, snap on the switch and you're ready to show your favorite slides at their most brilliant, sharpest best. No protruding parts; nothing to assemble or attach. 16 outstanding features. See your Revere dealer for a demonstration today.

553—300 Watt illumination.....\$69.50  
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**FUNCTION LEVER** for either manual or automatic index operation. Slides may be shown in sequence, skip-selected or reprojected.



**MAGAZINE** holds 36 35-mm slides. Accepts all types of mounts. Slides always return in ready-to-show sequence. Acts as permanent file.



**BUILT-IN POINTER** permits operator to point to interesting details right from the projector to match commentary.



**EX-ATHLETIC CZAR** Nicolai Romanov, fired as Chairman of Committee of Sport in 1948, led parade at 1928 opening of Moscow's Dynamo Stadium.

## RED AMATEURS CONTINUED

were compulsory "sports" requirements for young Soviet citizens. As a young man I learned of the flagrant special privileges that are given Soviet sports stars, and later in a Siberian prison colony I saw what happened to athletes who were suspected of abusing those privileges. I learned that no Soviet team is sent into foreign competition unless it is practically certain of winning, although this may involve bribing judges and referees. Finally as an espionage agent in Japan (LIFE, Nov. 29, Dec. 6, Dec. 13, 1954) I saw how the machinery of Soviet intelligence is constantly at work evaluating foreign athletic capabilities just as it evaluates foreign military capabilities.

All Soviet sports activities are under the direct control of the Central Committee of the Communist Party through the Committee of Sport of the Council of Ministers. Pressure from the top is constant. In 1948 the Politburo instantly removed Nicolai Romanov as chairman of the Committee of Sport after an abrupt Party-line switch decreeing new emphasis on Western-style athletics. He was replaced by one Colonel General Apollonov, an MVD officer whose background for the job had been the command of the Border Guard Directorate. Presumably the Central Committee felt that this tough MVD soldier could be counted on to inculcate proper discipline in all lower echelons.

Below the committee level are the great Soviet sports "clubs" or unions that actually operate the peculiar system of recruiting athletes and putting them on the equivalents of their payrolls. Soviet propaganda persistently shouts that "there are no professional athletes in the U.S.S.R." In the sense that no one can fill out an entry on a questionnaire with the words "Occupation: Athlete," this is true. Each of the great clubs hires and retains promising players through its own unique system of coercions and rewards. The stars end up as full-time athletes, although each of them nominally carries on some other more mundane activity.

## Tough talent scouts

**T**HESE ostensible "jobs" as well as the recruiting methods and emoluments depend upon what branch of the Soviet state runs the athletic club. The most famous and powerful club, the Dynamo, with approximately 500,000 members in units that cover cities throughout the U.S.S.R., is the organization of the Ministry of Internal Affairs and Committee of State Security—the secret police. These groups have had first priority in recruiting men for their services throughout the U.S.S.R., and the Dynamo has made full use of this in picking out athletes, who may be given officers' commissions although they almost never appear in uniform.

Because it has been almost impossible for an athlete to turn down a bid to play for the secret police, the army-navy clubs, known as TsDSA (for Central House of the Soviet Army) usually have had to be content with second place as far as talent is



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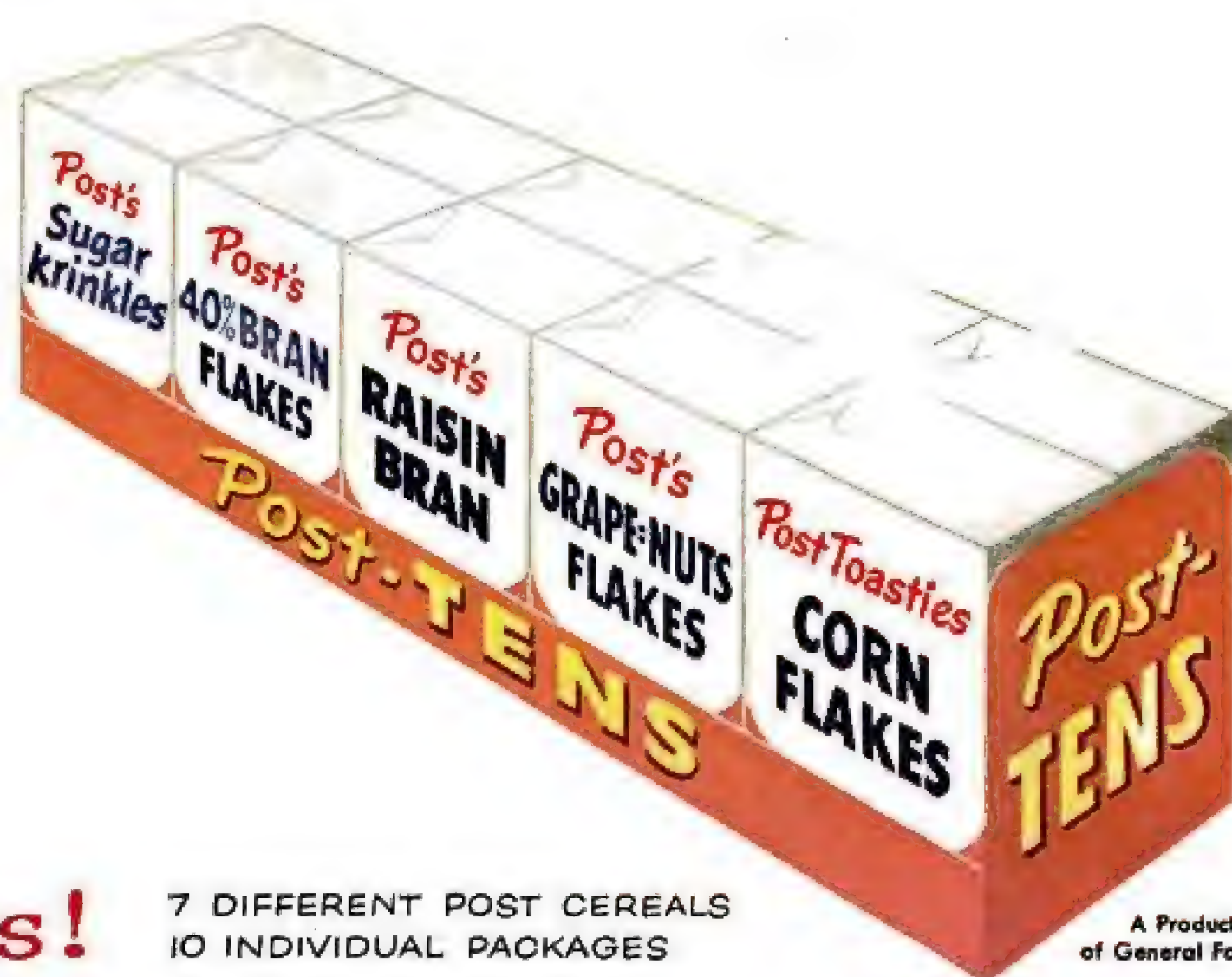




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**PUBLICLY CASTIGATED** by press for losing to one of the then loathed Yugoslavs at last year's Henley regatta in England, young single-sculls champion Yuri Tkalov was nevertheless allowed to continue his rowing career.

## RED AMATEURS CONTINUED

concerned. Like the secret services, though, they can offer comfortable officers' commissions. Two star TsDSA soccer players named Bobrov and Grinin held the rank of captain or major in the Soviet army when I last saw them play in 1950.

The remaining big clubs are forced to offer more material inducements. The Spartak, which represents the state-owned commercial enterprises, trade unions and other government bureaus, is in an excellent position to dispense goods as well as money. The Torpedo team of the ZIS auto works makes it possible for players to own luxurious cars, thus conferring inestimable social prestige. The captain of the Torpedo soccer team is a Spaniard named Gomez who came to the U.S.S.R. during the Spanish civil war and is carried on the payroll as an "automotive engineer." Soccer became such a preoccupation around the ZIS plant a few years ago that the manager had to be fired, one of the reasons reportedly being because he was giving so much time to his soccer team and so little to his assembly lines.

In the manager's case this was a mistake, but the individual player is just as much of a full-time athlete as any member of an American big league baseball team. His rewards are comparably handsome. A member of the winning team in the Soviet equivalent of the World Series—the All-Union Soccer Championship—receives a bonus of 5,000 rubles (\$1,250) and a share of the gate receipts. The player who has received the coveted title of Master of Sport and the handsome medal that goes with it receives a special monthly check. Should he be picked as the outstanding player of the year in his sport, he will get about 2,000 rubles more a month. Should he be rated among the top 10 players in his field, he will get perhaps 800 or 1,000 rubles. All of this, plus his pay from the job he nominally holds, enables him to live as well as a top bureaucrat.

## Secret carrots, public sticks

**A**LTHOUGH these facts are well known to most Soviet citizens, for purposes of outside consumption the government still attempts to keep the payments secret. A top-ranking woman tennis player once told me that when she stopped by to pick up her monthly check she and her fellow athletes were required to sign a paper that threatened prosecution and punishment should they reveal this income.

Should a player's performance fall off in a crucial game, should he fail to absorb the indoctrination that is given him constantly by the team's party organizer, should he even fall open to charges of "conceit," disgrace and punishment are swift and spectacular. He is considered guilty of antistate activity.

Yuri Tkalov, the young single-sculls champion who blemished the Soviet rowing triumph at Henley by letting himself be beaten by a Yugoslav, was assailed in the press for his "spoiled attitude, weak will and lack of perseverance." After a TsDSA soccer team made a dismal showing against some almost unknown Czech teams

CONTINUED ON NEXT PAGE



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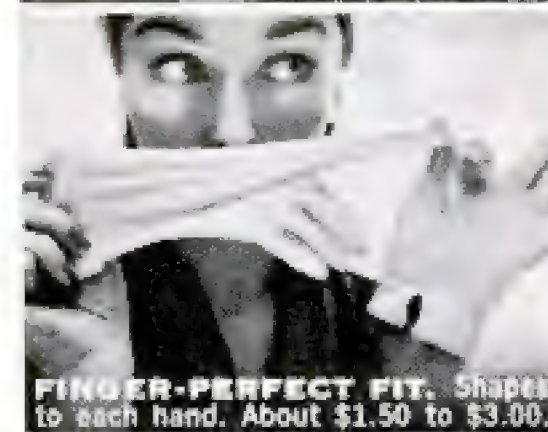
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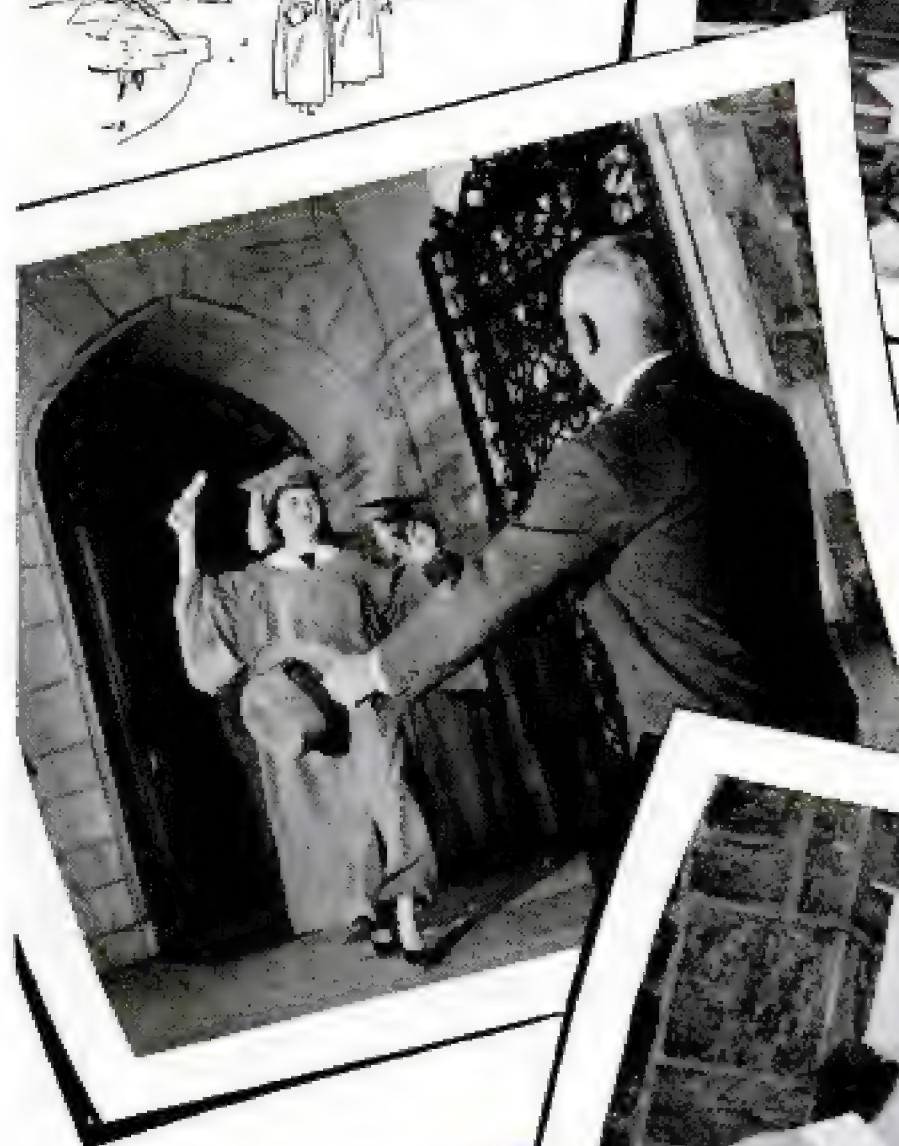


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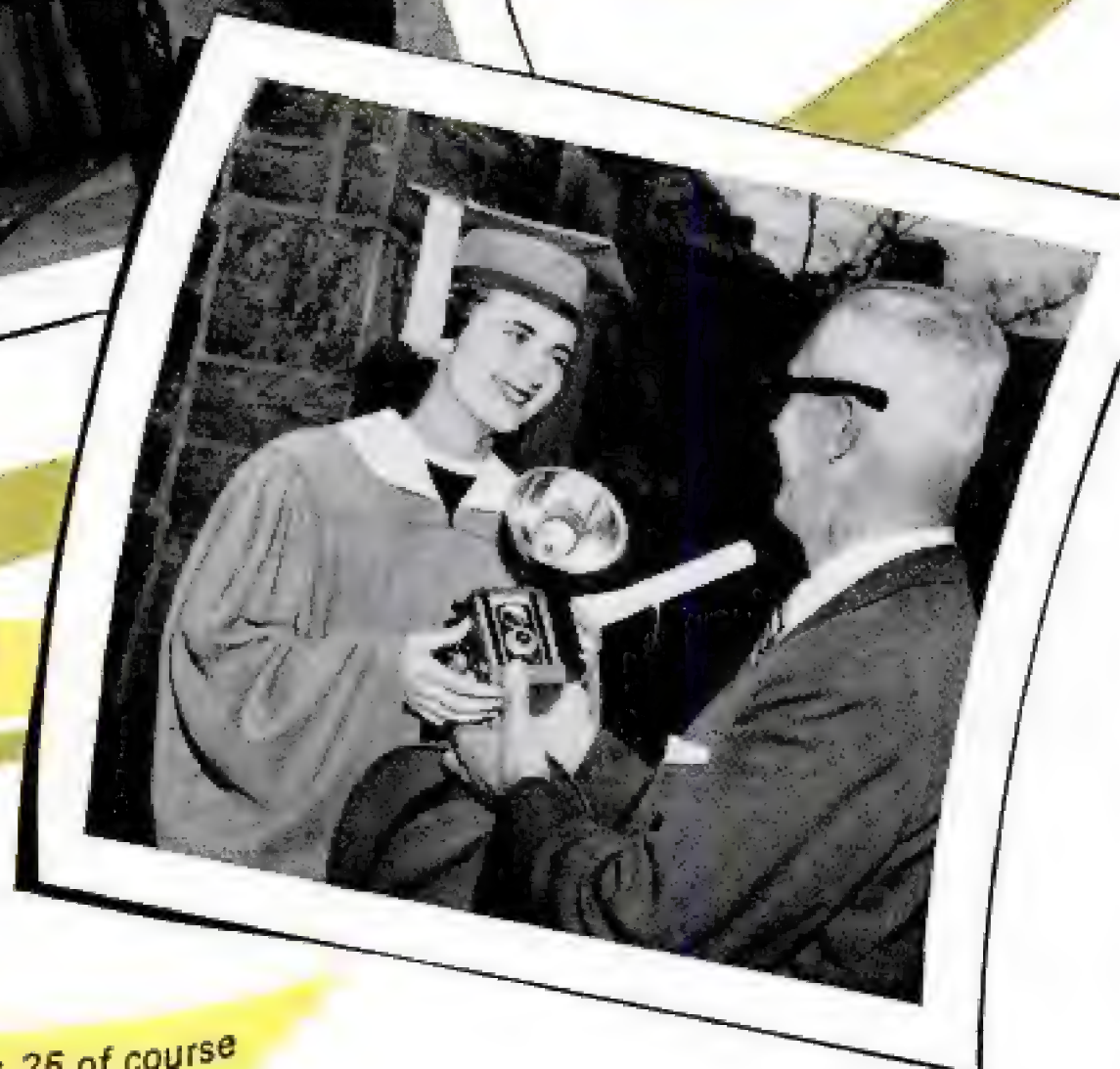




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"FATHERS OF SOVIET SOCCER," the Starostin brothers (from left Nicolai, Alexander, Andrei) were mainstays of Spartak team when they broadcast at 1938 game. Later, as "enemies of state," they were shipped to Siberia, where the author found them employed as coaches for an MVD team in 1948.

### RED AMATEURS CONTINUED

in 1948, its managers and captain were hauled before a central committee commission and told that any repetition of the performance would mean a "sad end" for the team's coach and party organizer. Another TsDSA soccer team that was beaten by the Yugoslavs in the 1952 Olympics was immediately recalled to Moscow, the team dissolved and its managers accused of a "political crime."

During a 1948 assignment to the Khabarovsk penal area in Siberia, I caught a glimpse of the famous Starostin brothers who built up the great Spartak soccer team of the 1930s and are still known as "the fathers of Soviet soccer." Shipped out to Khabarovsk in the purges of the late 1930s, the Starostins were, when I saw them, employed as trainers for the MVD's local Dynamo soccer team. The Khabarovsk commandant told me, "You don't have to go to Moscow to see the best actors, musicians or soccer players. We have them all right here, and it doesn't cost a ruble to see them perform."

Although recent Soviet victories in such sports as rowing and skating and feverish Soviet training for such others as basketball and volleyball indicate just how completely Moscow hopes to dominate every event everywhere, soccer is still the top Soviet sport.

In addition to being the most popular sport in the Soviet Union, where almost every village, factory and military unit has a team, soccer has vast propaganda value because it is the favorite spectator sport of the Western European workingman. In England, France and Italy crowds of as many as 100,000 often gather to watch important soccer matches.

As far back as the 1930s the Soviets began to realize how much prestige they could build with winning soccer teams and they began to compete with a few foreign teams. These early encounters convinced them that their skill did not match that of the Westerners, and in any case Stalin's isolationist policy did not encourage such contacts. During World War II most sports were completely curtailed, and it was not until well afterward that the Soviets began to try in earnest to manage their soccer campaign like a well-run military operation to provide propaganda material at home and abroad.

### Camouflaged all-stars

**N**OWADAYS no Soviet team meets a foreign one until the latter has been carefully evaluated by Soviet intelligence. The Soviet group, which usually plays under the name of one of the big clubs, is usually an all-star aggregation assembled from the best players of all the best teams. Sometimes even this careful planning has failed to pay off, especially in matches with satellite teams. Such fiascos have caused a good deal of grief for those who run Soviet sports and a good deal of amusement among spectators such as myself.

In 1949 the top-ranking Hungarian Vashash soccer team was invited to Moscow to meet what was billed as "a typical amateur team of factory workers"—the Torpedos of the ZIS plant. Actually

CONTINUED ON PAGE 101



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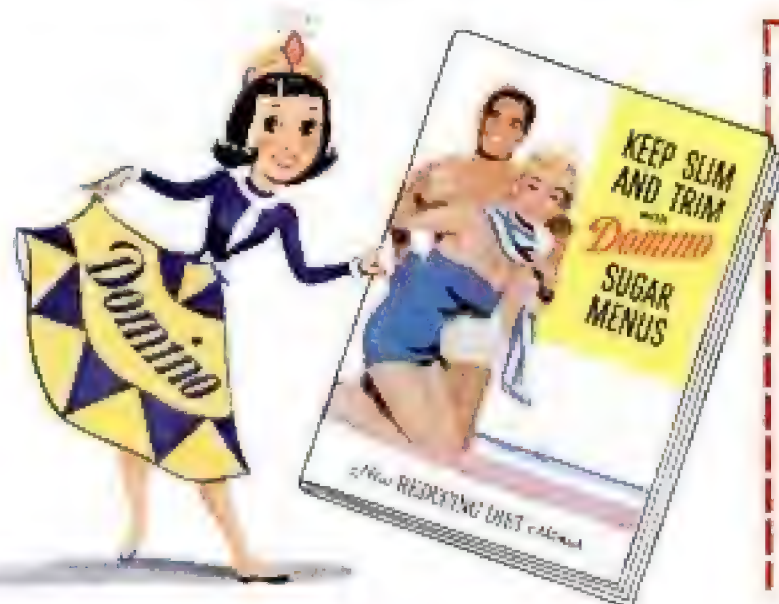
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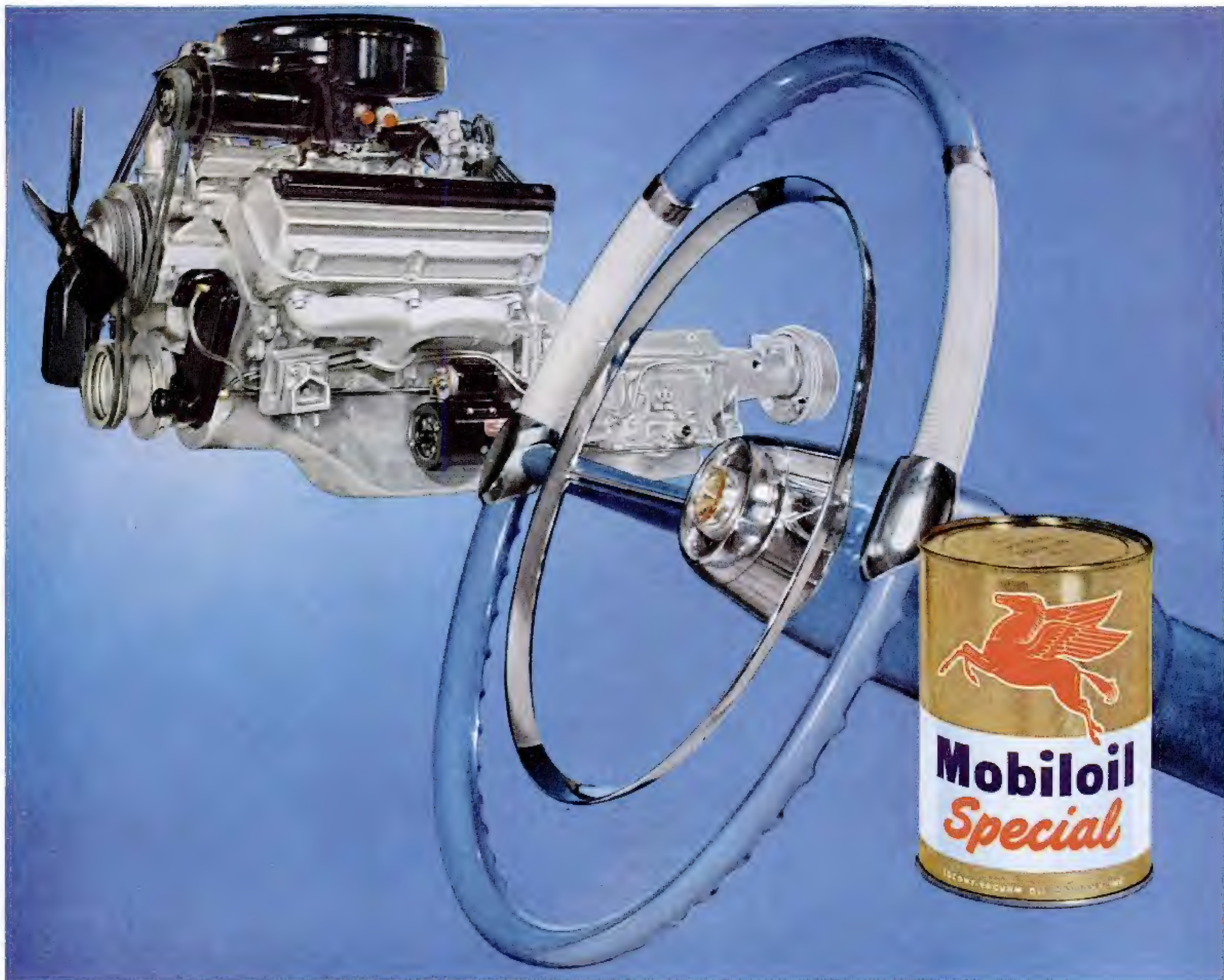
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**WOULD-BE PROMOTER** Vasily Stalin (*right*), who rounded up teams by strong-arm methods while his father was boss, watches 1951 running event.

## RED AMATEURS CONTINUED

this team had been most carefully made up of top Soviet soccer stars, headed by the TsDSA's captain, Grinin.

I watched the first game of the series. Our players as well as the spectators were considerably puzzled by the courteous Hungarians, one of whom, after accidentally shoving a Soviet player, apologized and extended his hand—which was ignored. The Hungarians' soccer tactics baffled our men even more and our "typical amateurs" lost the game.

Afterward I met the wife of a sports official who knew General Apollonov, then serving as chairman of the Committee of Sport. According to her he turned progressively more pale as the game went on, and when it became clear that his Torpedos couldn't win, he walked out of the stadium. For the next couple of days he took to his bed.

Steps were immediately taken to make up for the defeat. Another team, made up of a whole new set of stars, was hastily assembled to meet the Hungarians under the Dynamo banner. At the second game, which I also watched, the Hungarians inexplicably failed to put in their own top star and generally played terrible soccer. The resulting Soviet victory was not only hailed wildly in the Moscow press but was made the subject of a full-length motion picture, which contained no mention of the Torpedos' earlier defeat.

Occasionally the spectators as well as the opposing teams get out of hand—incidents that are also unreported. In 1947 there was a championship play-off between the armed forces' TsDSA team and the Dynamos. As usual, public sentiment was against the Dynamos because of their secret police connection and as usual the lowest two or three rows in the stands were completely filled with MVD Internal Troops and policemen to keep the 80,000 spectators from getting out of hand. As the close game went on, the crowd became increasingly tense. After the TsDSA had scored its final winning point the spectators swarmed onto the field, shoving aside the cordon of guards. Several policemen who tried to stop the stampede were mauled, to the general satisfaction of the crowd. At the next game in the series many more seats were occupied by Internal Troops.

## The vicissitudes of Vasily

**S**UCH fracas seldom become so violent, but they are not uncommon at Soviet sporting events, which provide one of the few outlets for popular emotions. Another one that I recall took place at a hockey game during the brief sports promotion career of Vasily Stalin, son of the then dictator. About 1948 Vasily decided that his position as an air force general did not of itself give him enough prestige, so he decided to dip a finger into Soviet sports. He went about this in a completely straightforward way, browbeating sports officials by invoking his father's name and bribing all good players he could lay his hands on. Among the sports his new air force club became interested in was hockey, which has become increasingly popular in the U.S.S.R. since the war. For his hockey team he stole two Spartak stars named

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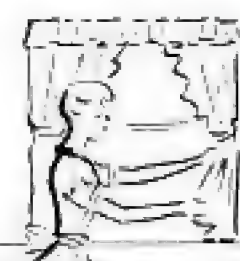
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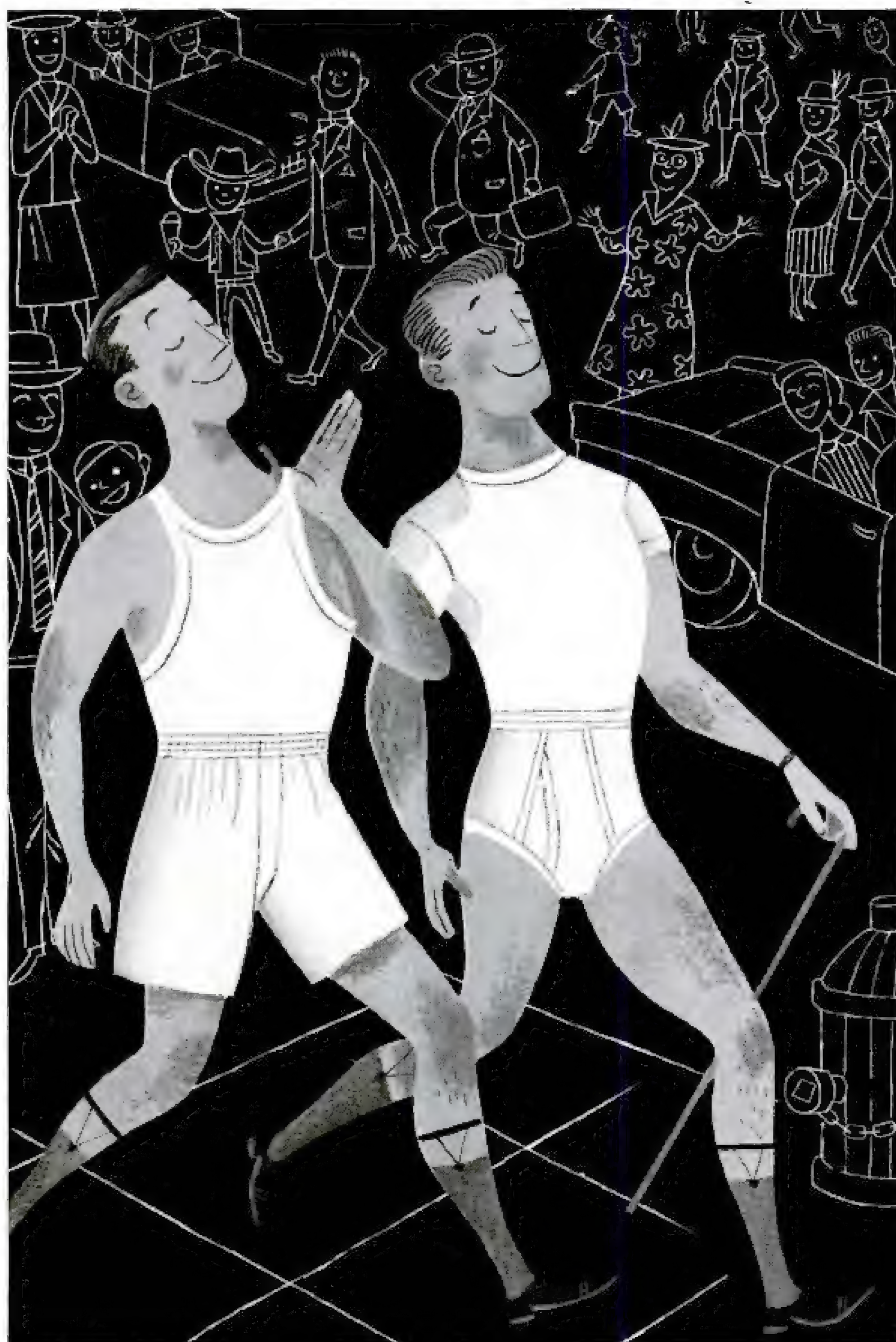
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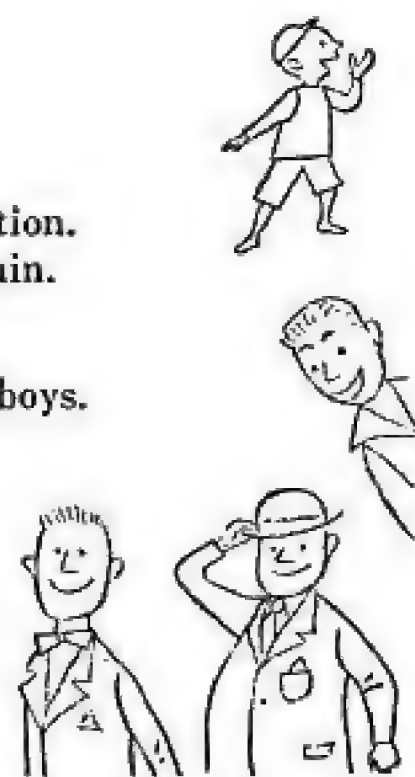
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**SOVIET TRIUMPH** by the Moscow Dynamos over Britain's Arsenal soccer team in 1954 was actually not quite as impressive as Russian propaganda made it sound, since Arsenal ranked 15th at home and was badly outmatched.

## RED AMATEURS CONTINUED

Novikov and Zigmund. The air force group did so well that at the end of the season it met Spartak for the national championship. The moment Novikov, Zigmund and their teammates appeared on the rink there were wild yells of "Traitors! Swine!" from the Spartak fans, who were greatly in the majority and who presently unleashed a hail of potatoes on young Stalin's men. When the Spartak players came out they were feeling equally bloodthirsty, and soon there was a wild melee on the ice in which Novikov was badly beaten up.

Vasily Stalin's teams, like himself, have now dropped from sight. Presumably they have been reabsorbed into those of the other armed services.

**F**AR below the level of the huge and well-publicized sports clubs, the armed services play a constant role in the sports training of every Soviet youth. As a youngster I went through all of the prescribed steps in a sports program that has as its objective the training of every young Soviet citizen in those basic muscular arts that will make him useful as a soldier. In my school years I had to qualify in such "sports" as cross-country skiing, rifle marksmanship and hand-grenade throwing in order to be eligible for the GTO (Ready for Labor and Defense) certificate that all youthful athletes supposedly hope for.

Through my father, an officer in the army recruiting service, I became a member of the army's TsDSA sports club. Because I was on several of its teams, my army orders for the Finnish front in 1940 were canceled. Even in this period those who showed athletic promise often were given direct commissions as lieutenants, allowed to skip their basic training and permitted to live at home instead of in army barracks.

[CONTINUED ON PAGE 105](#)



**SOVIET DEFEAT** by the Canadians for the world hockey championship at Krefeld, Germany in 1955 was a hard-fought revenge battle for Canadians, who last year were startled to lose the crown in their national sport to Russians.





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**IMPORTED TENNIS STAR** Henri Cochet of France (left) lasted only short time as teacher in Soviet Union before deportation in 1938 for "espionage."

## RED AMATEURS CONTINUED

With the Nazi invasion almost all sports activities came to an abrupt halt, but in 1943 those useful in military training were revived and stressed harder than ever. One young man I knew, who had to spend almost all of his time at the sedentary occupation of studying foreign languages, was forced to take part in a cross-country skiing competition. At the finish line he dropped dead of exhaustion. A few such incidents brought a little moderation into the program.

After the war the emphasis on sports, especially those having military usefulness, was stepped up among the young by means of a whole new series of awards for every conceivable specialty. My only advanced award was the GTO second-degree certificate, which I won as a tennis player but which can also be purchased for 30 or 40 rubles from clerical employes in the offices of the Committee of Sport in almost any part of the Soviet Union.

As a member of the MVD I played tennis on the Dynamo's splendid indoor courts in Moscow. Had I been a star player the Dynamo club would no doubt have seen to it that I got some sort of sinecure so that I could devote my full time to the game.

Soviet tennis has advanced hardly at all since the days in the late 1930s when the great Frenchman Henri Cochet was brought over to teach and publicize the game. As the purges of the period gained in ferocity, Cochet was presently accused of being a French intelligence agent and deported. Several of the Russians closest to him were convicted of espionage and liquidated. Today Cochet's surviving pupils, most of them in their 40s, still form the elite of Soviet tennis, which is played mostly among the upper level of the Red hierarchy in the few large cities that have decent courts. Soviet tennis equipment is scarce and far from first rate, and that from abroad, especially from Czechoslovakia, is in great demand.

After I fled the Soviet world the sports bureaucrats in Moscow announced that they had found a way of getting around all this by means of what they call *malyy tennis* (little tennis). *Malyy tennis* is played on a court smaller than a regular one with wooden rackets

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**SPACIOUS LAYOUT** is provided for tennis of secret-police bureaucrats in Dynamo Athletic Club of Moscow, where the author himself used to play.

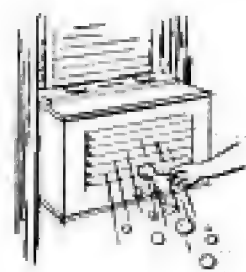
# When you're looking for an Air Conditioner

## REMEMBER THIS!



### A SIMPLE TEST DEMONSTRATES INTERNATIONAL HARVESTER

# No-Draft Cooling

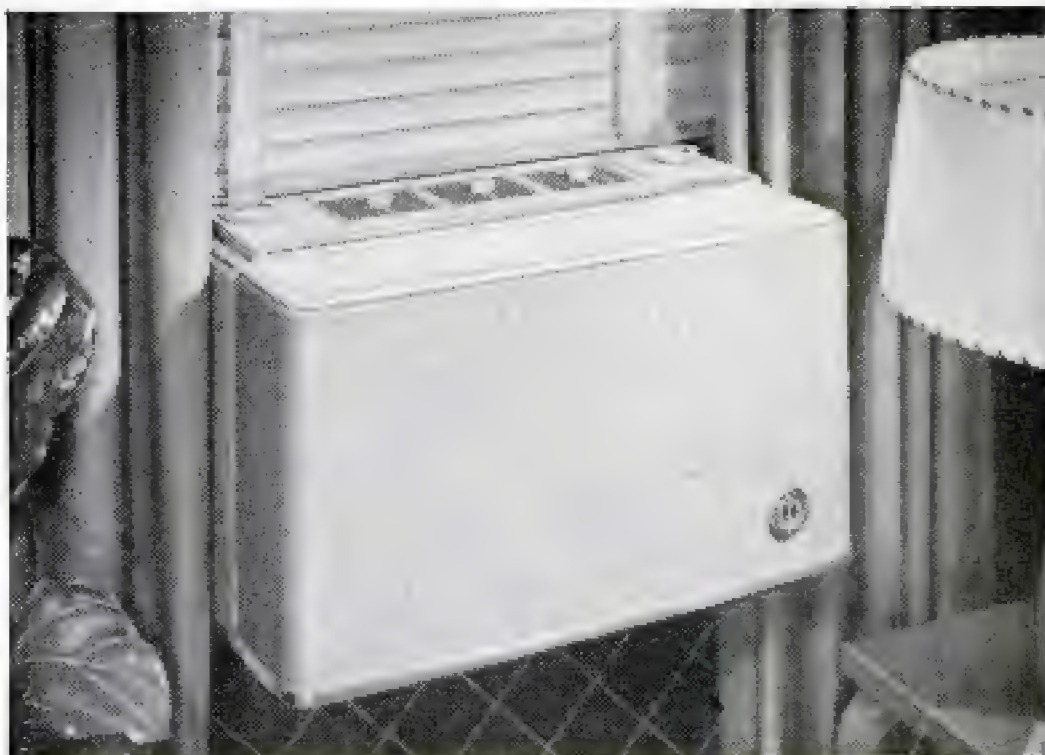


When you're looking over air conditioners, think of this test before you buy:

Most air conditioners blow cold air out the front. Hold a child's bubble toy up to one and you'll get bubbles right back at you. *Sitting* in a draft like that could be mighty unpleasant—with or without bubbles.

Look where an International Harvester air conditioner sends bubbles, though! Up and away from you . . . as it spreads cool, clean, dry air quickly, quietly all over the room—but never blows directly at you. It's what we mean by "No-Draft Cooling." So quick, so quiet—and you never feel a draft.

### IT IS YOUR BEST BUY, TOO...HERE'S WHY:



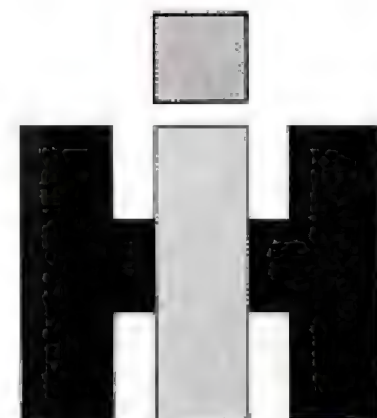
International Harvester is the only air conditioner you can decorate to harmonize with your room. Sizes from 1/3 to 1 hp—see them at your IH dealer's.

- **King-Size Cooling Coils**—give you more cool, dry, comfortable air.
- **Automatic Thermostat**—saves electricity—turns off when room is cool.
- **Giant air-mixing chamber**—spreads more air over more cooling surface.
- **Famous "Tight-Wad"® Compressor**—more cooling power per dollar. Has Five-Year Warranty.
- **Power Exhaust**—removes up to 140 cubic feet of air per minute.
- **Extra Large Fiber Glass Filter**—removes dust and pollen.
- **Engineered by IH**—famous 124 years for precision products.

You can own an IH for less than \$2.50 a week  
after small down payment

# INTERNATIONAL HARVESTER

180 N. Michigan Ave., Chicago 1, Ill. International Harvester also builds Freezers . . . Refrigerators . . . Dehumidifiers . . . McCormick Farm Equipment and Farmall Tractors . . . International Trucks . . . International Earthmoving Equipment.







**You'll find  
Mr. Vacuum  
a real  
rainy-day  
friend...**

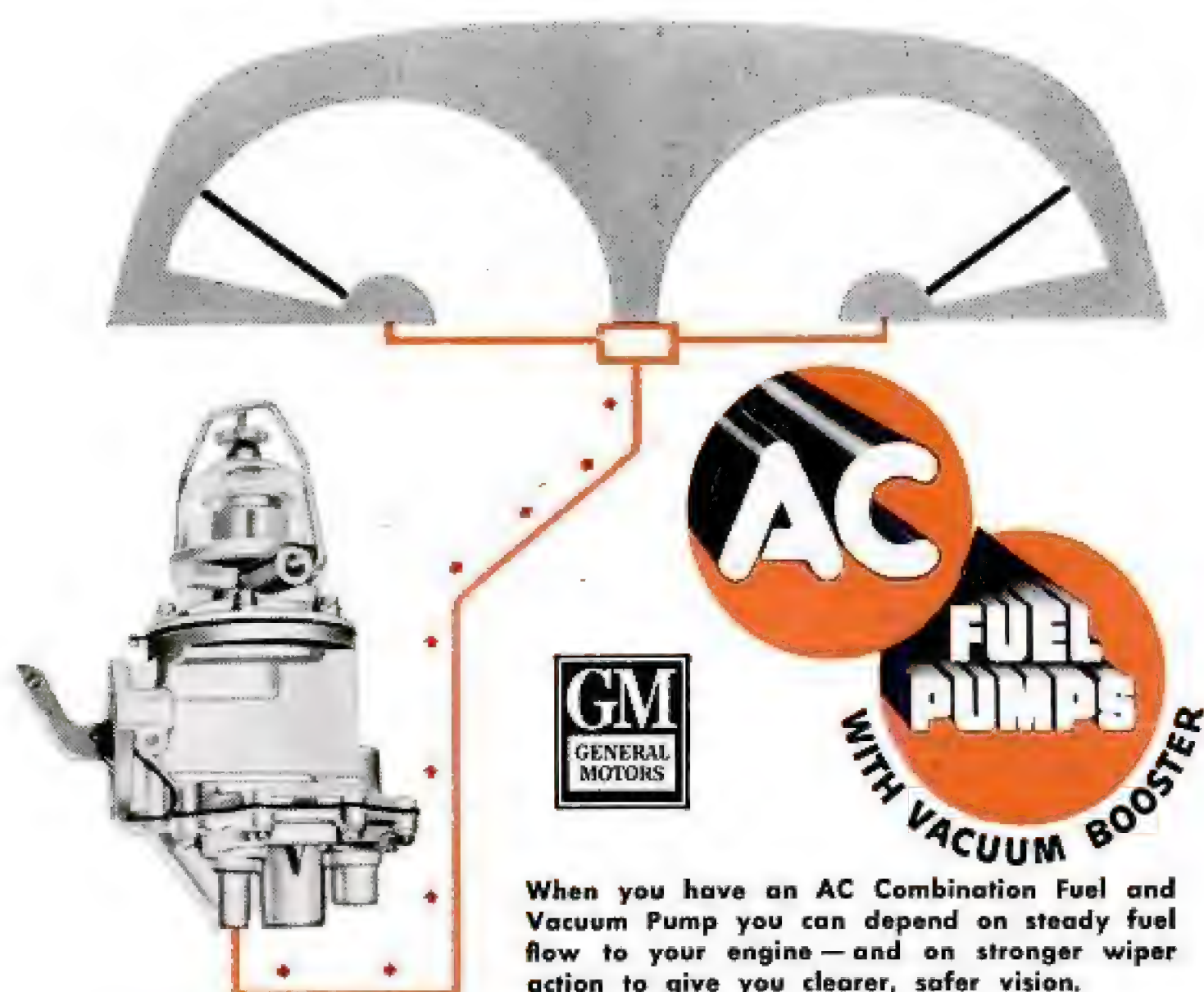
**...for instance he'll give your windshield  
wipers a welcome boost!**

The minute it rains you're thankful for windshield wipers — and for the vacuum power that operates them. You'll be doubly content if you have a combination AC Fuel and Vacuum Pump because the vacuum booster section goes into action fast when you accelerate — smooths, steadies, strengthens wiper action — makes for clearer vision and safer driving!

If you already have an AC Combination Pump you are now enjoying such added benefits as variable wiper speed up to 180 wipes per minute and strong but silent operation.

Have your fuel pump checked if it is three years old — and — if you should need replacement, be sure it's an AC, and best of all, an AC Combination.

**AC FUEL PUMPS ARE STANDARD FACTORY EQUIPMENT ON  
9 OUT OF 10 CARS AND TRUCKS ON THE ROAD TODAY!**



When you have an AC Combination Fuel and Vacuum Pump you can depend on steady fuel flow to your engine — and on stronger wiper action to give you clearer, safer vision.

AC SPARK PLUG DIVISION • GENERAL MOTORS CORPORATION

## RED AMATEURS CONTINUED

somewhat like ping-pong paddles and old worn-out tennis balls. The bulletin describing this supposed means of mass-producing Davis Cup material asserted:

"It is true that tennis is a complicated sport form, but can we Soviet athletes use this as a justification for our lagging behind? It is not in the nature of the Soviet people to fear difficulties or to shrink before them. It is on this foundation that in our country we decide to surmount difficulties and to attain more new successes."

Ludicrous as all this may seem, it typifies the present Soviet attitude toward sports, in which any means, however farfetched, devious or plain dishonest, is used toward the end of "world supremacy." Victory in next year's Olympics will mark the realization of that aim for the present.

As one who watched the Soviet preparations for the 1952 Olympics, I can assure you that not only the full resources of the great Soviet athletic training and recruiting system but also the full resources of the U.S.S.R.'s foreign intelligence system are now at work, and have been at work since 1952, to assure Soviet victory.

In the spring of 1952 our intelligence office in Tokyo received instructions from Moscow to collect all possible information on the strengths and weaknesses of local teams and athletes, and to "report on the honesty and quality of the managers, coaches and trainers of nationally known sports teams."

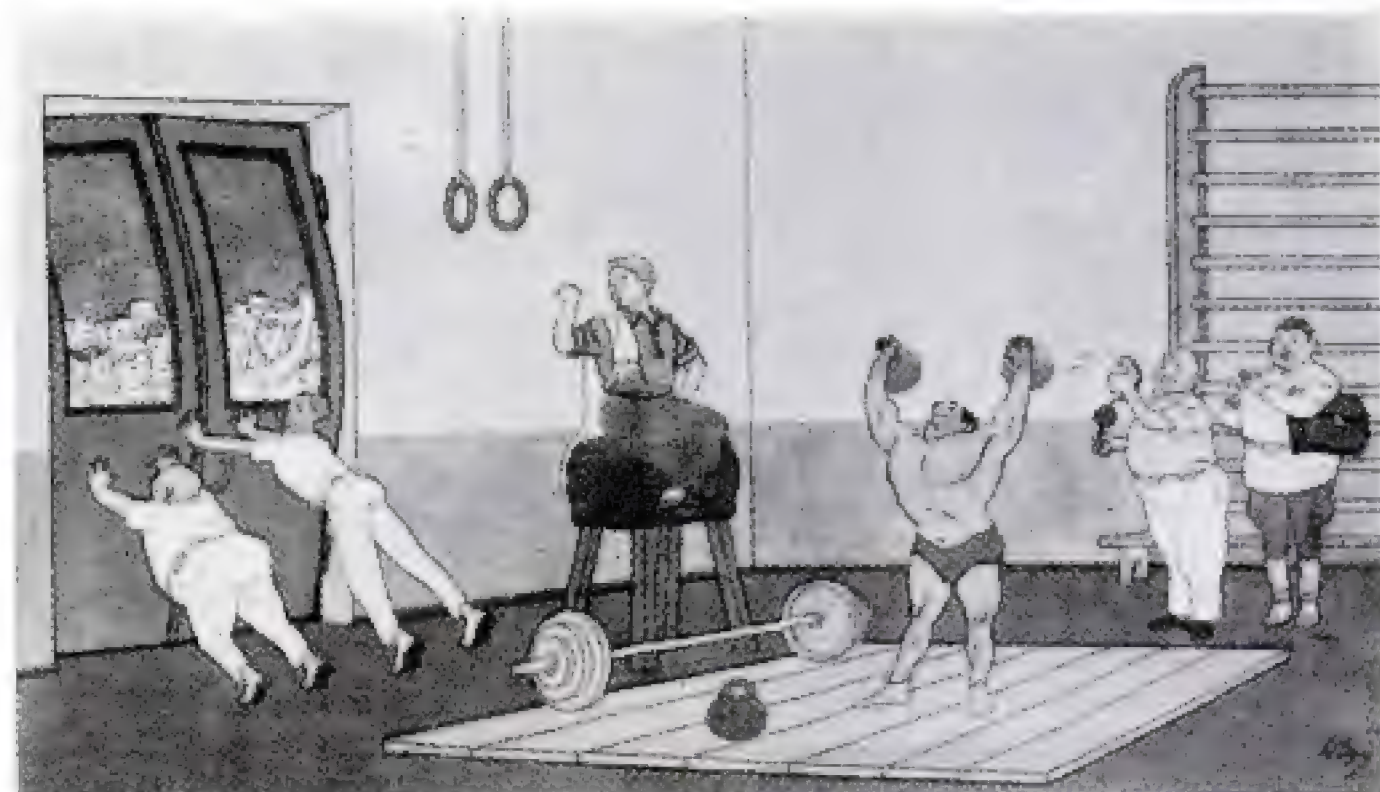
The implications of this last instruction were obvious. In 1948 I had a conversation with the coach of the Dynamo basketball team in which he admitted that the buying of foreign officials and judges was a routine part of Soviet sport strategy.

Spotting potentially corruptible officials is one of the jobs of the Committee of Sport's foreign section, which receives and evaluates all conceivably useful information on all athletic activities in every part of the world. If it discovers that a noted foreign team is having a rather weak season, it will suggest a challenge to that team by a Soviet group with an almost sure chance of winning. If it discovers that a particular foreign country is getting ahead of the Soviet Union in a particular branch of sport, it recommends an intensive Soviet buildup in that branch. Finally it maintains complete control over the activities of Soviet athletes abroad, watching them for possible defections and giving them instructions for intelligence activities of their own among foreign athletes.

Between now and the 1956 Olympics we may expect to see more and more Soviet teams abroad winning more and more victories in such sports as skiing, gymnastics, marksmanship and track. We may expect to see Soviet athletes set new records as they have already set them in many sports. These same teams of rigidly controlled and highly paid "amateurs" will then appear at the Olympics.

At the 1952 Olympics the U.S. eked out a victory over the Soviet Union by 80½ points. So unwilling to admit defeat was the Committee of Sport that a few days after the games closed, it issued an amazing pronouncement that "according to checked data," U.S. teams gained the same number of points as the Soviet Union. The Soviet press immediately took up this line, explaining the discrepancy by charging that the officials at the games had been "Wall Street capitalists' hirelings" and "filthy businessmen" who had deprived Soviet teams of honestly won victories.

Next year the Soviets are determined not to have to employ such sophistry.



**CODDLED CHAMPIONS** who hog limited Soviet sports facilities were lampooned in 1954 by Russian humor magazine *Krokodil*. Cartoon showed them haughtily telling ordinary sports lovers to "stop pushing on the door" of gym.



three tantalizing treats

at **Sealtest**  
TRADE MARK  
**ICE CREAM** fountains only!



**THICKA SHAKE**

So thick you can use  
a spoon! Full of rich,  
creamy goodness.



**BIG TOP SODA**

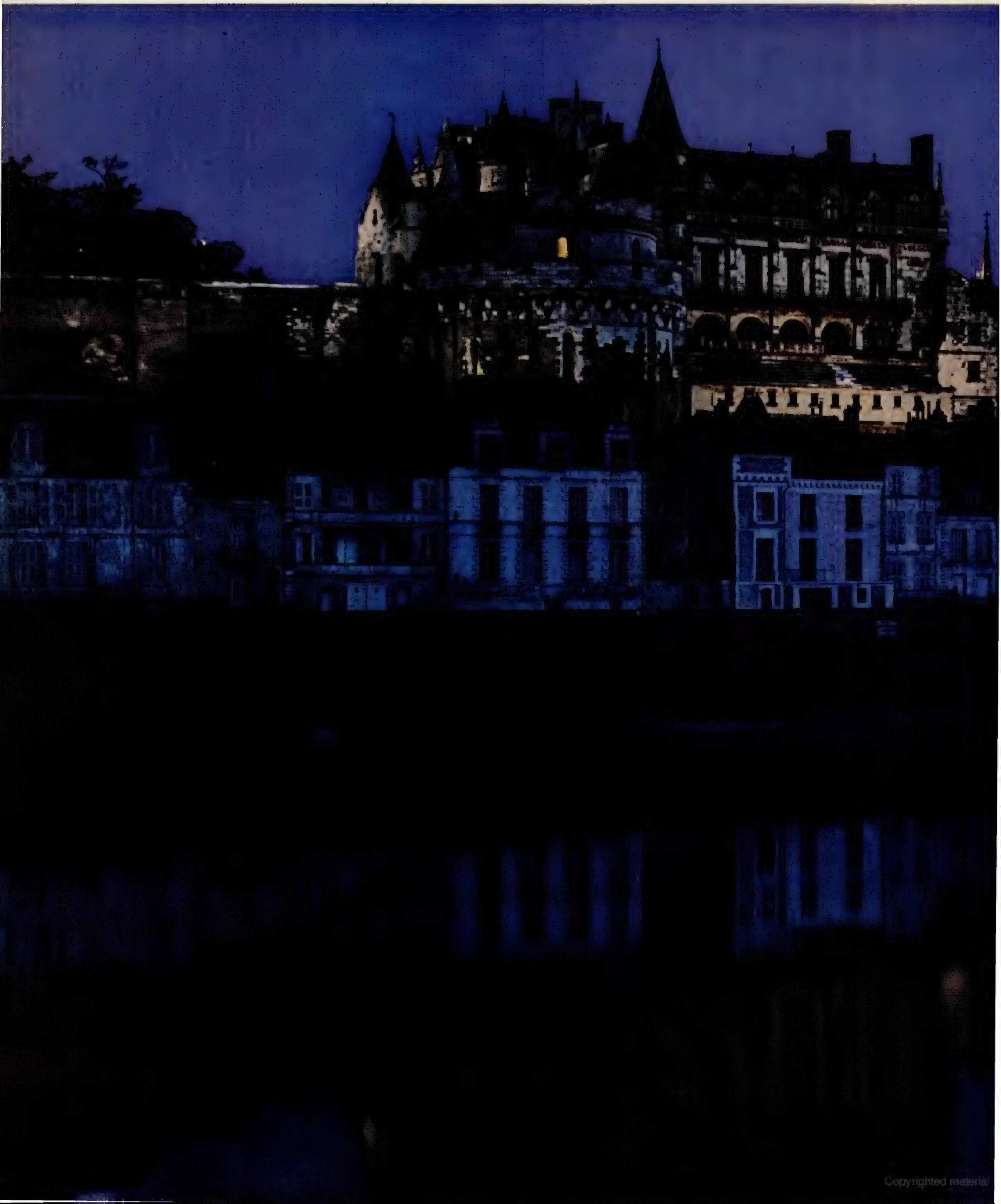
Three big dips (two topside, one inside!)  
of luscious Sealtest Ice Cream—  
a real old-time treat!

**BIGGA SHAKE**

Big, smooth, and brimming  
with flavor! A super shake—  
with that special touch.



# THE VALLEY





# OF GREAT CHATEAUX



France presents  
an old dramatic spectacle  
along the Loire

Photographed for LIFE

by N. R. FARBMAN

and DMITRI KESSEL

The influence of the Renaissance came late to France, almost 100 years after the beginnings in Italy. But when it came it dominated one of history's biggest castle-building booms. In the Loire valley, the white-rocked hillsides and flowered plains blossomed with graceful domes and soaring spires. Tourists, who come in summer from all parts of the world, find along the river a cluster of great chateaux—some 60 in the 180-mile stretch from Orléans to Angers—where once the nobles of France lived in magnificence.

It was an outbursting epoch. A hundred years of war with Britain and Burgundy had come to a close and the nation turned avidly to living. The three great kings and palace builders of the time, Louis XII, François I and Henri II, occasionally hurled armies into Italy but they came reeling back bursting with new ideas for more Renaissance castles. These were no longer walled fortresses encasing a medieval lord. They were open palaces fit for the kings and nobles of France and their elegant ladies to act out historic roles in state ceremonial and, not infrequently, bedroom farce.

Leonardo da Vinci and Benvenuto Cellini labored to decorate the chateaux and the dwellers lived grandly. When François I entertained his onetime jailer, the Holy Roman Emperor, at Chambord, he turned out the ladies of his court in diaphanous drapery and all but ruined the stomach of the Habsburg with fine French wines and cheeses. In times to come these buildings fell on evil fortune. Some became state prisons, many in recent years were restored to their original grandeur as national treasures. Today they are the stages on which the French government with the aid of floodlights (*left*) and Europe's soft summer dusks and sunshine (*following pages*) presents a dramatic daylong pageant of its own glorious history.

## AMBOISE

Cradle of Renaissance architecture in France is Amboise, here floodlit at night, whose upper works, begun by Italian artisans in the time of Charles VIII (1495), rise from the medieval battlements which brood over an ancient town.

CONTINUED ON NEXT PAGE





### CHENONCEAU

Whimsical Chenonceau, lovely in the dusk, partly built on a bridge over the Cher, a Loire tributary, is the work of two women: Diane de Poitiers, mistress of Henri II who got it as

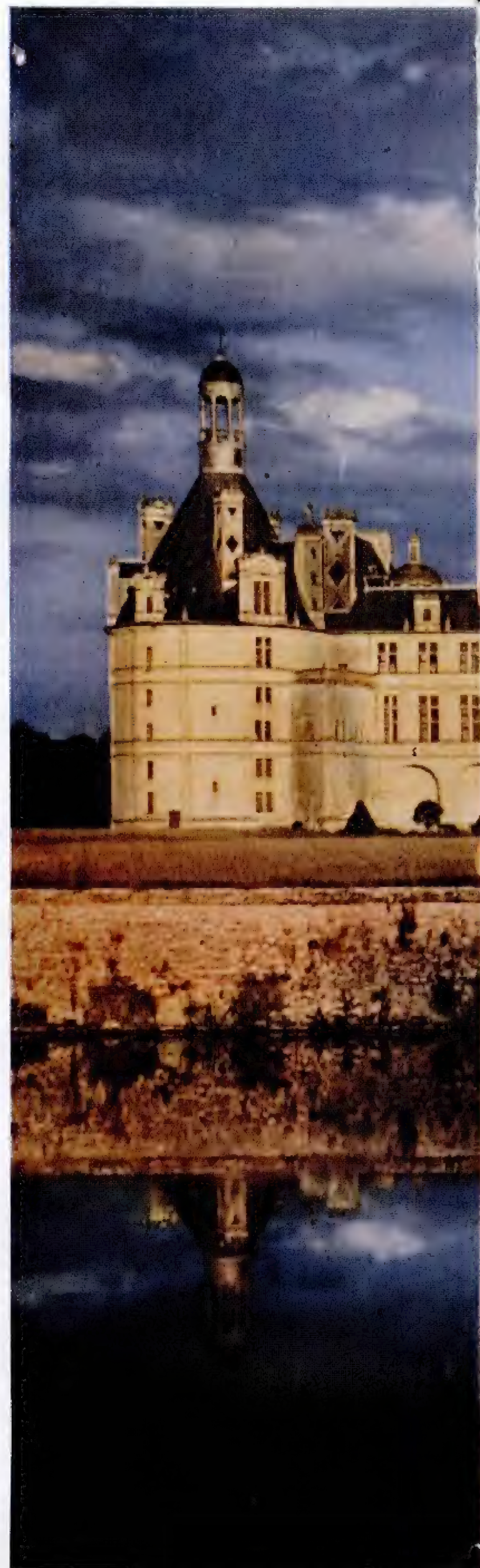
a gift in 1547 from her royal lover and built the bridge; and Catherine de Medici, Henri's wife, who got it back from Diane once Henri was dead and built the wing right over the bridge.



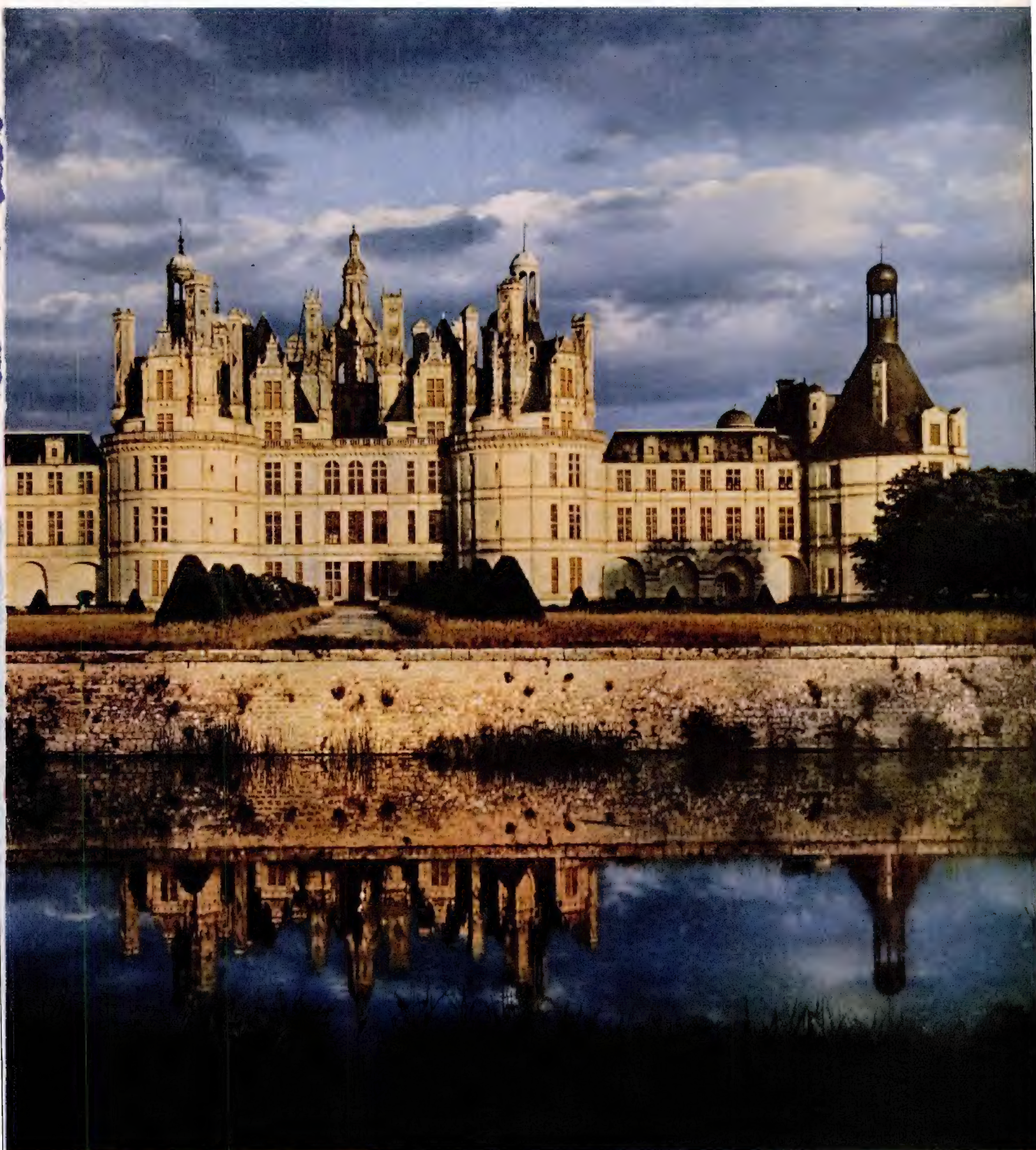
### AZAY-LE-RIDEAU

Azay-le-Rideau stands in the shimmering evening on the river Indre. Built by Gilles Berthelot, a royal finance officer, its lack of fortification set a new style, the rooms facing outward

on pleasant prospects, not inward on a courtyard. But Gilles enjoyed it only a short time. He was caught with his hand in the royal till and his chateau was taken by the king.







## CHAMBORD

Mighty Chambord glows golden in the day's fading light. Its massive bulk topped by soaring chimneys and graceful lanterns was the greatest Renaissance building project in the

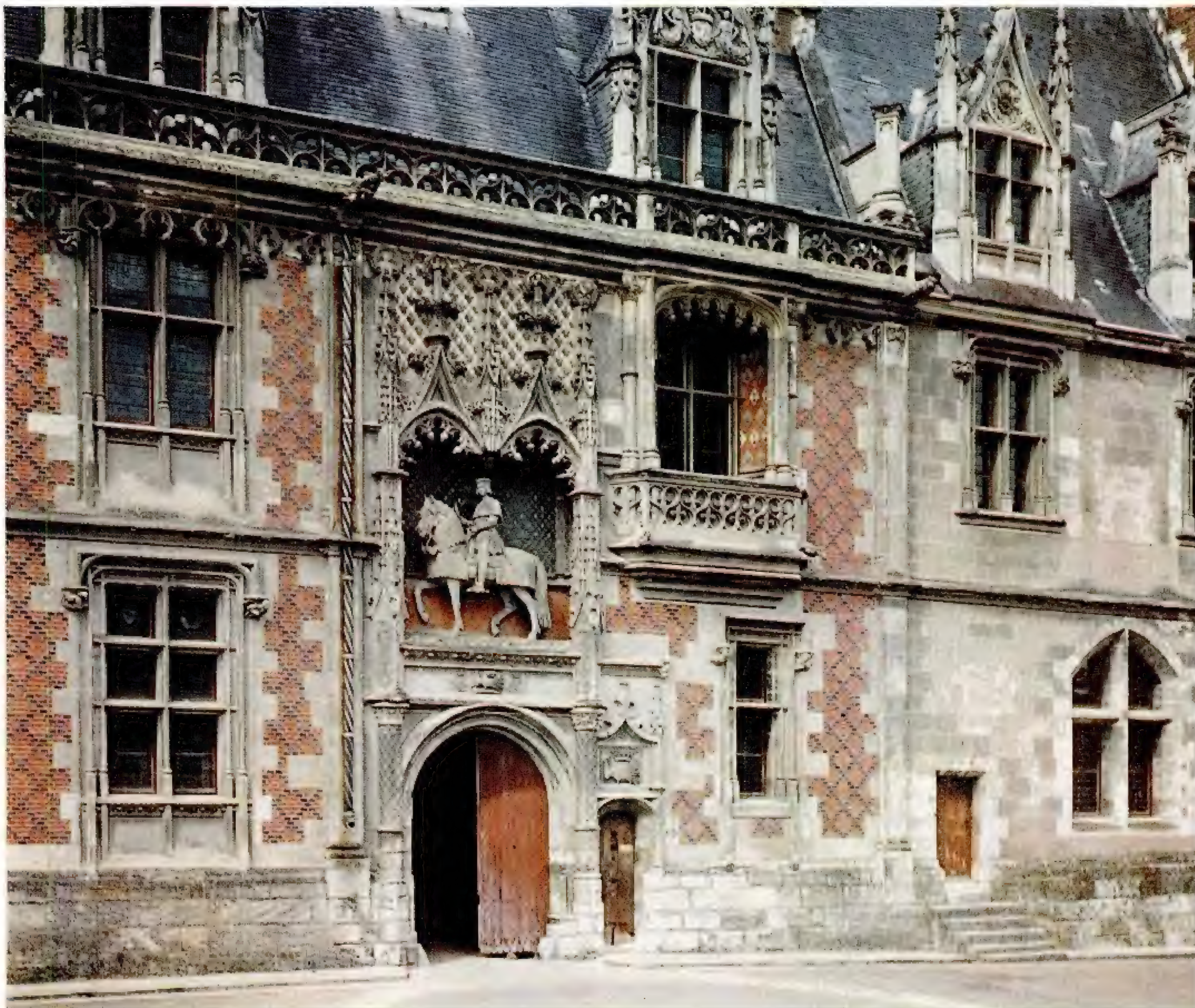
Loire valley. It took 15 years to build, has 365 rooms with fireplaces—hardly enough when François I galloped up for a hunting weekend with his customary escort of 3,000 horsemen.

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## BLOIS

Blois, fortress base for Joan of Arc when she prepared to raise the English siege of Orléans, was for over 150 years a residence of kings. Its Louis XII wing with an equestrian figure of Louis is shown above. Its François I wing, with Italianate open stairway beyond the porcupine figure, emblem of Louis XII, is at right.

## SAUMUR

Peace had given way to war again when Saumur, its battlements here catching the rays of the sun, was rebuilt in the 16th Century as a fortress rather than in Renaissance style. But not until June 1940 did it face its first serious fight when 2,000 French cadets were wiped out defending the area against 25,000 Germans.







## CHEVERNY

Owned by the Marquis Hurault de Vibraye, Cheverny is the only chateau of the Loire Valley still in the hands of the same family that owned it in the 16th Century. Completed in the early 17th Century, the facade (above) is decorated with busts of Roman emperors. A greenhouse (below) houses the antler trophies of a century of hunting on the chateau's grounds. The king's bedroom (opposite page) is decorated with eight large tapestries on the story of Ulysses, while the ceiling and remaining walls are filled with paintings of scenes from Greek mythology.



## GREAT CHATEAUX CONTINUED



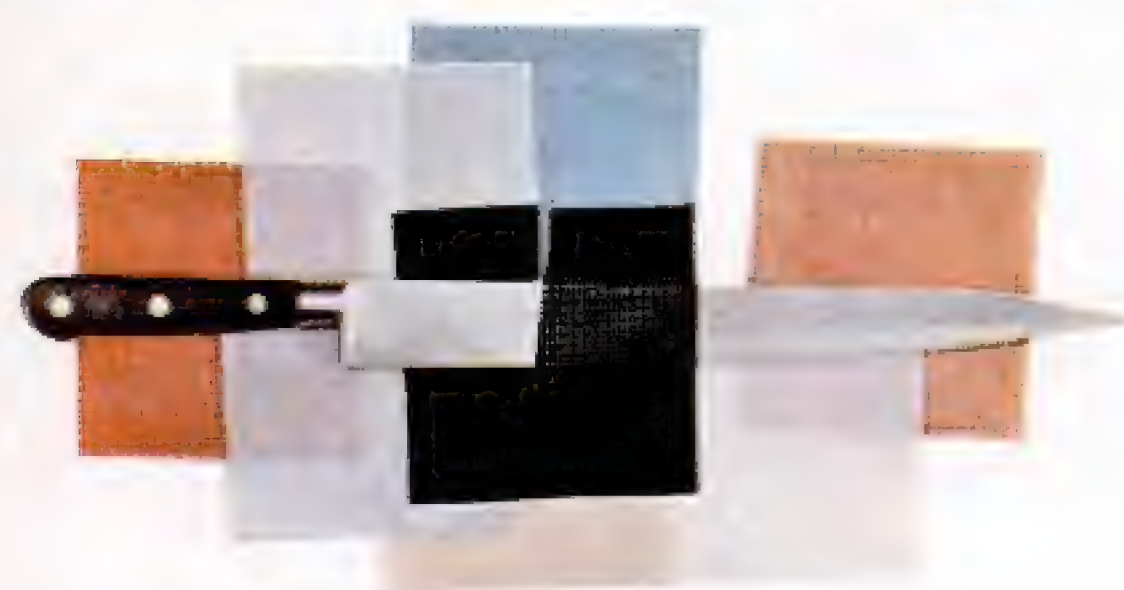








## *Checkaire* CUT YOURSELF IN ON A COOL SUMMER



To SLIDE into one of these sheer, wonderfully cool Arrow "Checkaire" Sport Shirts is next thing to a dip in the deep.

And if you have an eye for *color*, count yourself in clover! Shown here are a few of many fashionable colors for smart summer wear.

Finally, you'll do yourself a good turn in style. All Arrow "Checkaire" Shirts, with the famous *Arafold* Collar, are cut to fit you perfectly. Washable, "Sanforized"-labeled. Short sleeves, \$3.95. Arrow Walking Shorts, \$5.95. Knock-about slacks, \$7.95.

**ARROW** CASUAL WEAR  
by Cluett, Peabody & Co., Inc.





DISTRAUGHT BRIDE-TO-BE (KATHLEEN MAGUIRE) DEMANDS THAT HER MOTHER (THELMA RITTER) AND FATHER (PAT HENNING) ABANDON BIG WEDDING PLANS

## BRIDE IN THE BRONX

Chayefsky builds his new play on wedding plans

Because Paddy Chayefsky is the most celebrated of the young TV playwrights, any new play he does draws a television audience as expectant and as critical as any attending a Broadway opening. On a recent *Television Playhouse* (NBC-TV) Chayefsky's latest work, *The Catered Affair*, a troubled account of a young Bronx couple's wedding preparations, was served up for nationwide appraisal. It was flawed in places, but it contained new evidence that Chayefsky is already a major theatrical talent.



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**Save**



**Odo-ro-no**

**NOW...for a limited time only!** America's first deodorant...specially priced to introduce the new "Protective Circle" formula! Actually puts a "Protective Circle" around the underarm area...stops odor, checks moisture for 24 hours! Trust your nice clothes...trust your niceness...to gentle, super effective Odo-Ro-No! *Prices plus tax*

**BUY NOW! TAKE ADVANTAGE OF THESE EXTRA-VALUE PRICES!**

## Bride in Bronx CONTINUED



**CRYING BRIDESMAID** (Nancy Marchand) admits that she will not be able to fill honored role at a big wedding because she cannot afford organdy gown.

## PLAYWRIGHT SHOWS HIS SKILLS IN TALE OF LOVE'S SAVOR LOST

A hard-pressed Irish taxi driver's home and family are the dramatically plain elements Chayefsky uses in *The Catered Affair*. When his daughter plans a sudden and simple wedding, she opens the floodgates of domestic panic. At the local supermarket, in the Bronx, the clucking neighbors remind the bride's mother that a hasty marriage suggests the girl may be in trouble. At a grim conclave of new in-laws, the bridegroom's father recounts the splendors of his two daughters' weddings and shames the bride's mother into resolving that her girl will have a big catered wedding.

Chayefsky works in small dimensions, chronicling minor events. His characters explain themselves in halting banal speech that rings with truth. He cuts fast and deep into their motives, seldom depending on a plot to keep up interest. In *The Catered Affair* the participants were themselves, however, so lacking in inner complications that the play slipped off into dullness in places. But between low points, the perceptiveness of the dialog and the insights it provided into people showed Chayefsky at his best.

Chayefsky showed up well in other places too. A collection of his plays has been published—the first one-man collection of TV shows to take book form in the U.S. And at the Cannes Film Festival, *Marty*, his movie version of his biggest hit TV play, won the Grand Prize.

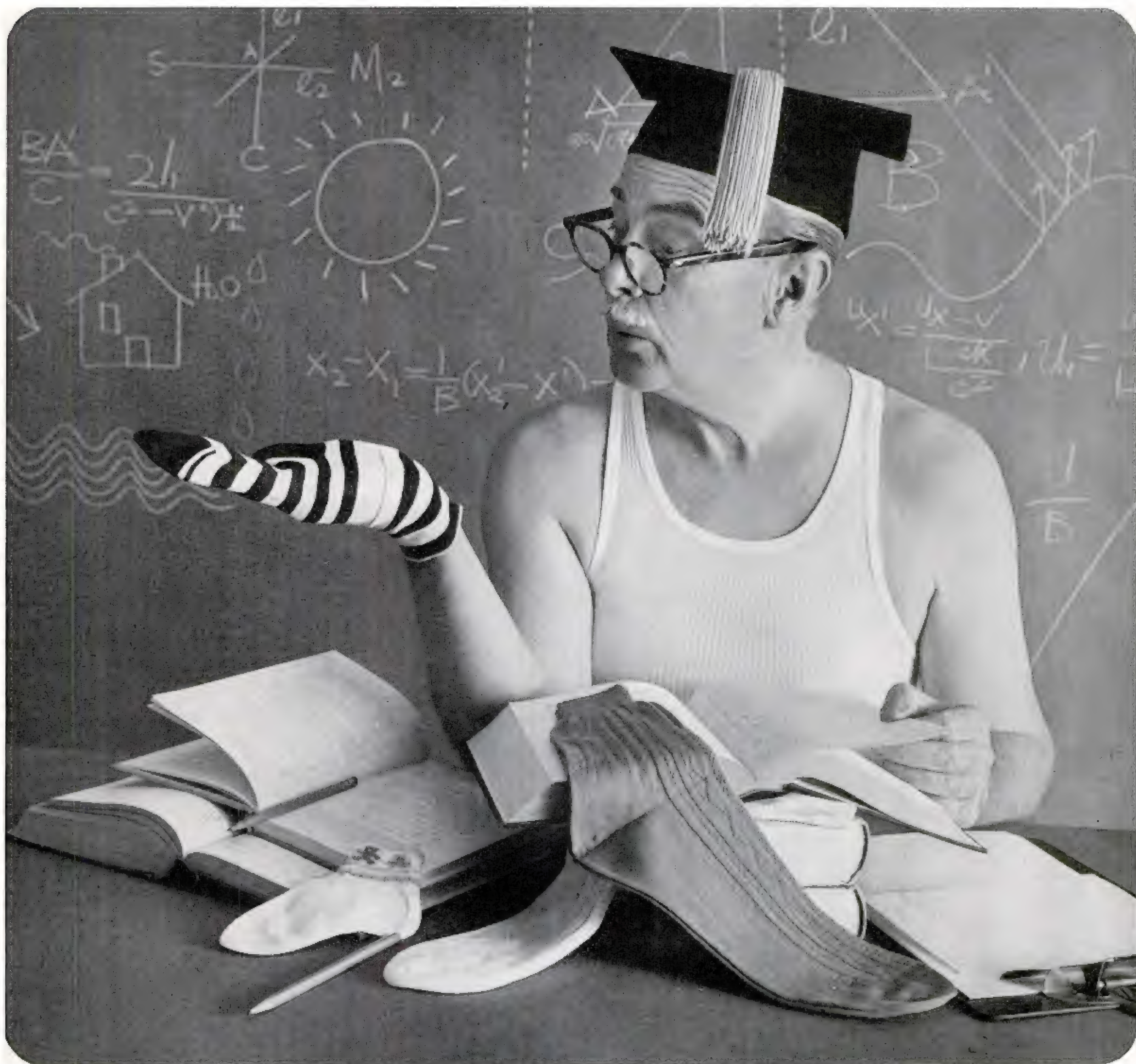


TV PLAYWRIGHT CHAYEFSKY



**EXHAUSTED FATHER** sleeps off a hangover and his chastened wife stays with him while daughter is at church hearing the wedding banns announced.





\*Reg. U. S. Pat. Off. The Trade Mark for combed, mercerized cotton yarn that must meet high Quality Standards of Durene Association of America, 350 Fifth Ave., N. Y.

## The Professor studies the science of socks

The Professor, in his snowy undershirt (it's made of Durene yarn) is our just-for-fun representative of a very serious new science of clothing and comfort.

*This science finds that in the all-important matter of foot health and comfort, socks made of Durene, the quality cotton yarn, do a better job than socks of any ordinary cotton or man-made fiber.*

For great absorbency and crampless fit . . . for extra-good looks and wear, ask for Durene-labeled socks for the whole family, available at stores everywhere.

→ **Durene**\*

The cotton yarn that makes a science of comfort



Now dishwashing can be...ALMOST NICE!

# Procter & Gamble announces the greatest improvement





# the New Instant JOY— in mildness...ever!

SOME OF THE NICE THINGS...



*Joy smells nice. Open up the gay bottle and notice. No laundry-room odor.*



*Ends greasy dishwashing. This underwater picture of dishwashing shows you how fresh and clear dishwater stays—with Joy.*



*No streaks or greasy film. Glasses and dishes dry sparkling clean right in the rack. No wiping necessary.*



*Gets the job done quick. New Joy gets you away from the kitchen and back with the family—fast.*

The New Instant JOY—  
the famous fast-acting dishwasher—  
is now the mildest possible detergent  
you can buy...liquid or powder

*Dishwashing still isn't fun. But New Instant JOY makes it—well, almost nice.*

With new Joy, you're away from the dishpan fast. Dishes feel cleaner. Your hands stay soft and nice (it's the *mildest* possible detergent you can buy—including all leading liquids and powders). And, oh yes, the dishwater—look how fresh and clear it stays. Joy puts an end to greasy dishwashing.

So think of your hands. Think of yourself. Get new Joy, made especially for dishes, and make dishwashing almost nice. Tonight.

*You'll find the new Joy in the same familiar carton.*



Because it's concentrated, one tiny capful does a big panful.

*Penny for penny, New Instant JOY does more dishes than any other product... liquid or powder.*



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# KNOCK-OUT PUNCH FOR SKIDS!

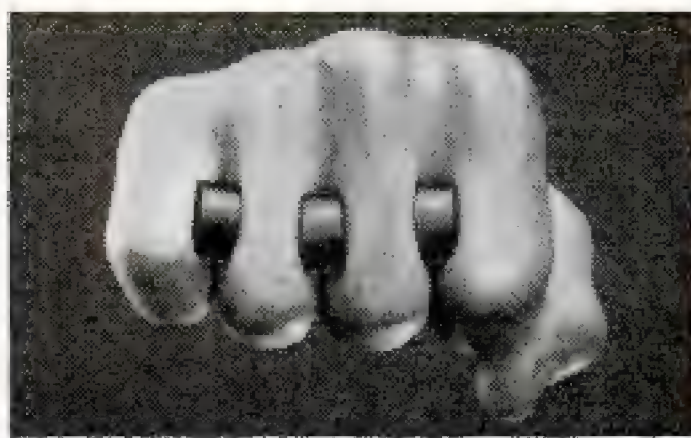
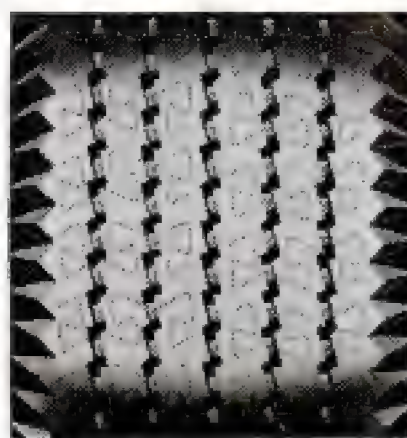


## ARMSTRONG TIRES' "OUNCE OF PREVENTION"

Safety Discs give you skid protection no other Tubeless Tires offer!



Just like the edges of your fist, tread ribs of ordinary tires tend to compress into a smooth and slippery surface under pressure. Under brake pressure the tread loses its vital grip on the road . . . and you skid!



With Armstrong Tires, the tread can't compress! Can't squeeze together. For, just like your fingers when you put rubber discs between them . . . "Ounce of Prevention" discs keep the gripping edges apart. Tread can't lose its grip on the road . . . thus preventing dangerous skids!

Photos on the left demonstrate why Armstrong Tires give you the greatest skid protection in tire history. And remember, skids are the *major* cause of accidents due to tire failure.

So today — get the world's first and only tubeless tires with "Ounce of Prevention" Safety Discs. Get new Armstrong Miracle Tubeless Tires. They can save *your* life and the lives of your loved ones!

## ARMSTRONG

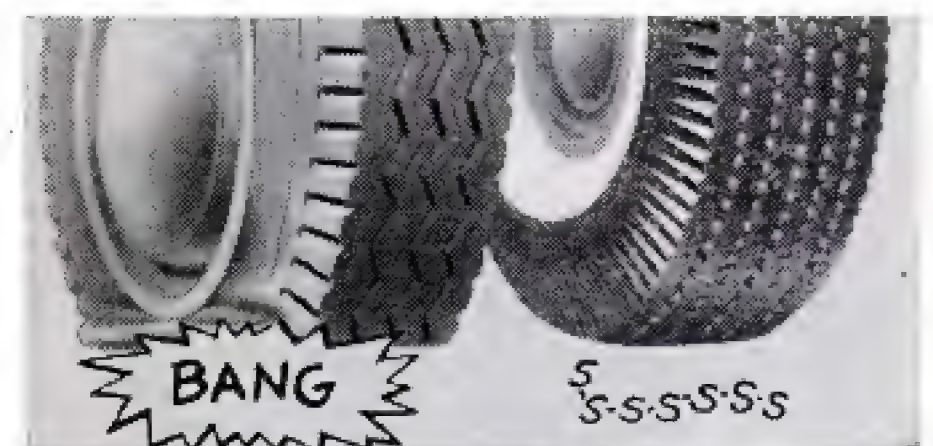
*Rhino-Flex*



**Tubeless  
Tires**



Only Armstrong gives you this LIFETIME ROAD HAZARD UNCONDITIONAL GUARANTEE—the longest and strongest in the industry.



Armstrong's advanced engineering know-how developed a special puncture-protected liner that resists bruise blowouts . . . gives you ample time to make a straight-line stop.

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# LIFT FOR A TOWN

An elevator eases split-level living

Built on a troublesome cliff which separates business and residential sections, Oregon City, Ore. (pop. 7,700) made a virtue of necessity when its old city elevator wore out. It put up a lift that is also a flashy civic trademark. Its popularity was overwhelming. In the first four days, it hauled 8,000 riders a day.

MUNICIPAL ELEVATOR WHICH RISES 130 FEET UP CLIFFSIDE IS ENTERED VIA PASSAGEWAY UNDER RAILROAD TRACKS



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## When OVER-EATING brings on UPSET STOMACH



## FOR QUICK RELIEF GET PHILLIPS' TABLETS

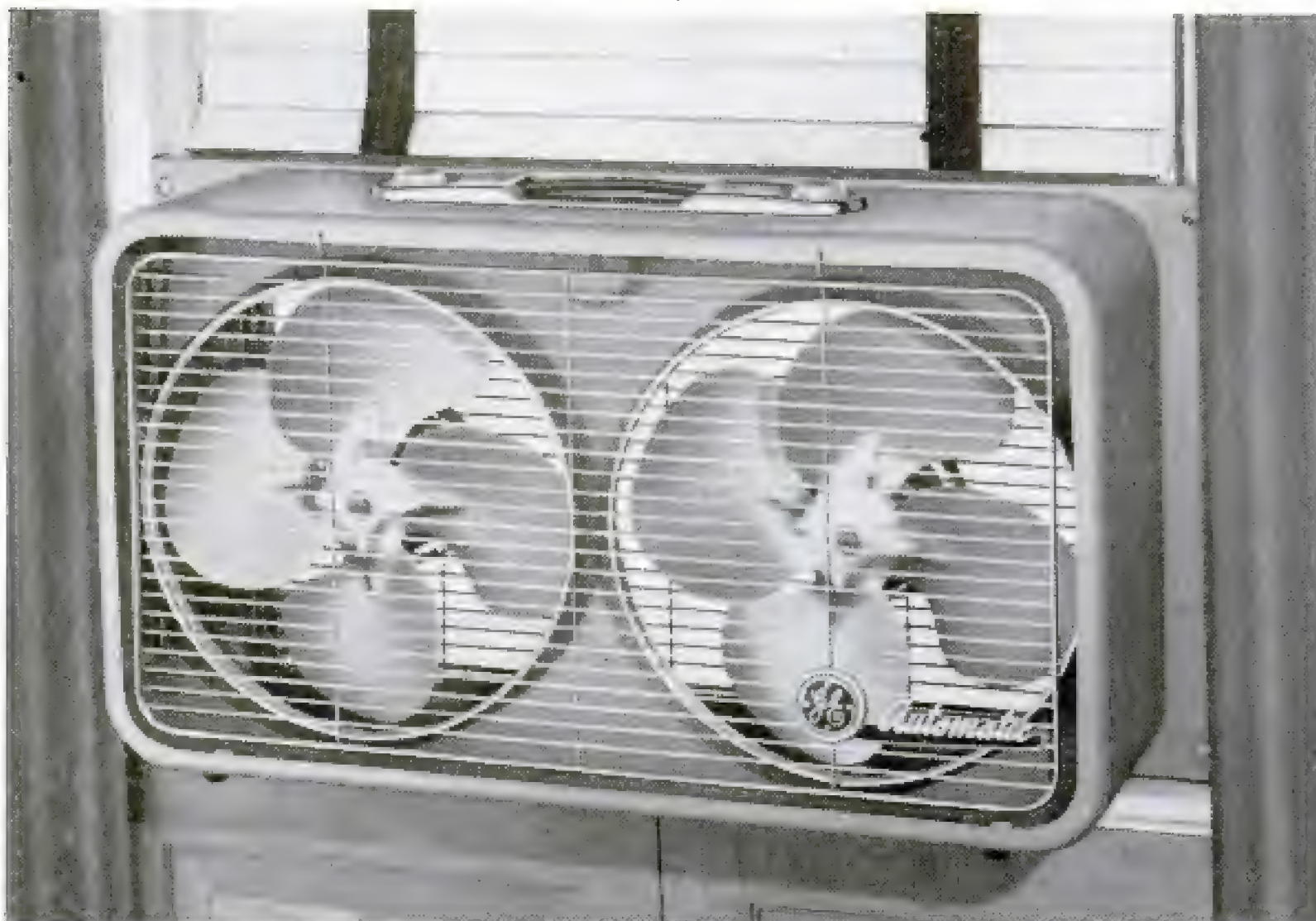
Any time you overeat, remember this—you never know when it's going to cause upset stomach, gas, heartburn or any other symptom of acid indigestion. So be wise—carry a pocket-size tin of Phillips' Tablets with you wherever you go. That way, you're *always* ready for fast relief—no matter when or where acid indigestion comes along. As pleasant to take as candy mints, peppermint-flavored Phillips' Tablets are made from one of the fastest, most effective stomach sweeteners known—and bring almost instant relief from acid indigestion. 30 tablets—28¢.

# PHILLIPS'

MILK OF MAGNESIA

# TABLETS





Fits either sash or casement windows.



## New! Automatic Twin-Fan Ventilator

### Gives low-cost room cooling

G.E.'s Automatic Twin-Fan Ventilator has special control for temperature you like. Set it and forget it. Fan turns itself on and off automatically as temperature rises or drops. Here's truly low-cost room cooling—and no installation charge, either!

only \$**64<sup>95</sup>**\*

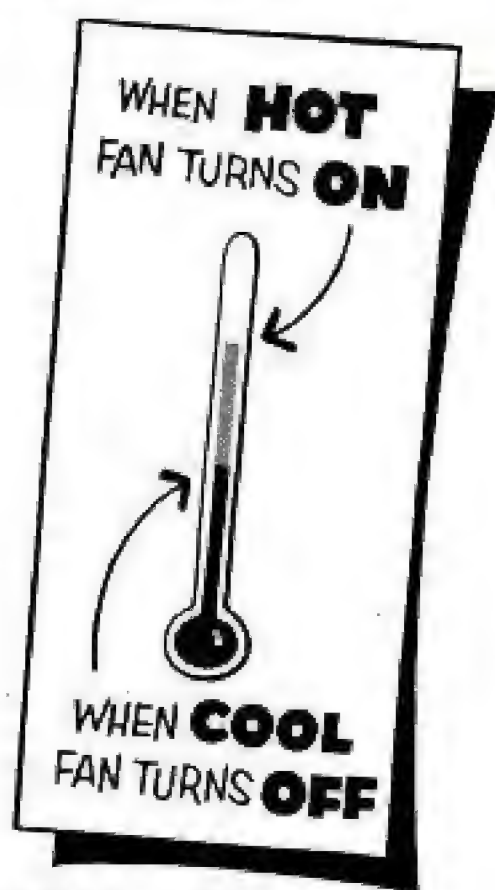
#### Easily Reversible!

Draws cool air in—blows stuffy air out—both with maximum efficiency. Special mounting panel makes it possible to reverse fan effortlessly. Fits wide or narrow windows. Completely portable—easily carried from room to room.

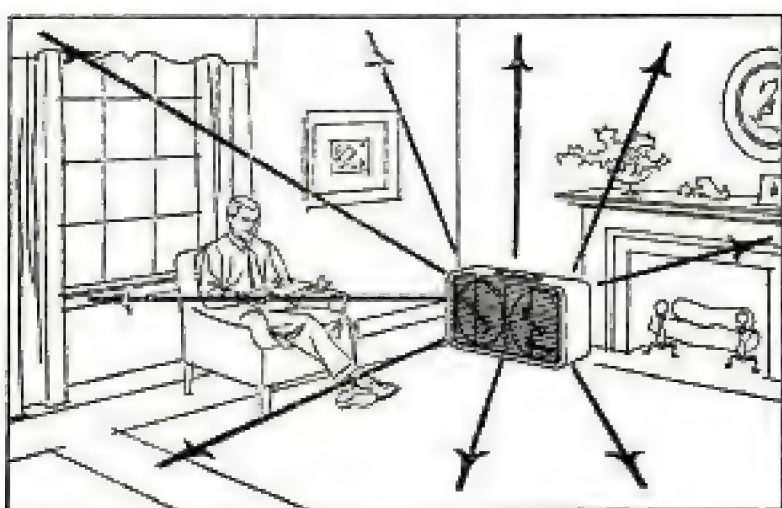
#### G-E Fans as low as \$17.95\*

There's a G-E Fan for every cooling need—and prices run as low as \$17.95. G-E Fans sell out fast when it's hot . . . so buy a fan today and keep cool all summer long.

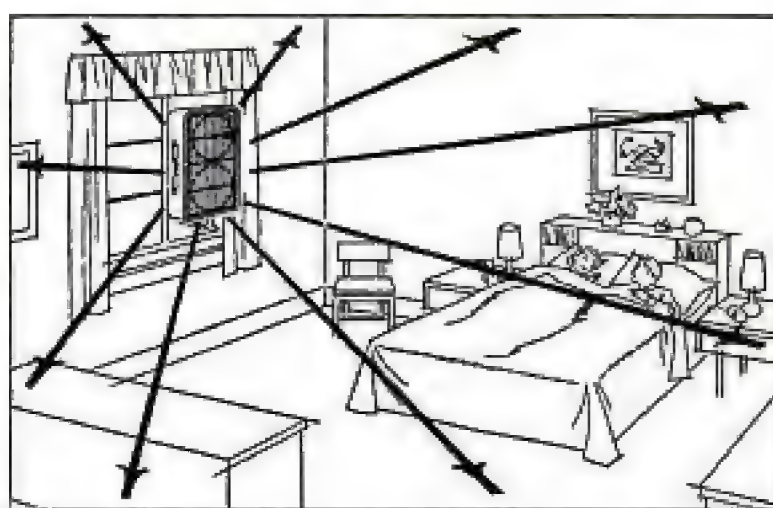
\*Manufacturer's recommended retail and Fair Trade price. Automatic Blanket and Fan Dept., Small Appliance Division, General Electric Company, Bridgeport 2, Conn.



#### IT'S PORTABLE—DOES TWO COOLING JOBS!



BY DAY—A CIRCULATOR!



BY NIGHT—A VENTILATOR!

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**

Lift for Town CONTINUED



ATOP THE ELEVATOR, viewers on open platform look out on Willamette River (background). A furniture dealer's sign imitates the elevator's shape.



# Cadillac



## For The Finest Days Of Your Life !

The happiest and best-ordered lives still have their highlighted days and occasions which etch themselves in memory.

And if travel by motor car is a part of the recollection, how wonderful it is to recall a Cadillac!

A wedding, a graduation, a grand ball or a state reception—there is nothing like a Cadillac car for

the occasion itself—and for wonderful memories.

Cadillac cars have been star performers in memorable social activities for more than fifty years. In fact, if you could view a continuous motion picture of the social scene for that great half century, its basic connecting link would almost certainly be the appearance and re-appearance of Cadillac cars.

Today, the association of Cadillac with the "grand days of life" is all but automatic. And never before has a Cadillac added so much to these proud occasions. In beauty, in performance and in luxury—it is, more than ever, the "car of cars."

We suggest that you come in soon—so you may see how the Cadillac tradition is being upheld.



YOUR CADILLAC DEALER



*It's new... it will stay new!*

# The American-Standard Convertible

gives you more convenience . . . more usable

You've never seen a kitchen quite like this, because you've never seen a kitchen designed with *you* so definitely in mind. First, this new American-Standard kitchen gives you a world of *usable* storage space. For American-Standard "convertibility" lets you add or rearrange shelves and drawers at any time, to fit your particular needs.

But that is only the beginning of the won-

ders. The cabinets, of course, are steel for lasting appeal: durable, non-warping, mar-resistant. Their fully enclosed construction gives them extra strength. Their smooth enamel finish retains its color through the years and is ever so easy to keep clean.

Now notice the handsome, practical working surface. The Micarta counter top is one piece from back to front, with a raised front

edge that prevents dripping. The sink is just one of dozens of models you can choose! And both sinks and tops come in a variety of colors.

There is *so much* to see in this beautiful new kitchen, with its clean horizontal lines that add spaciousness . . . its handle color-guards that add sparkle to your kitchen color scheme. Before deciding on *your* new



**American-Standard, Dept. LB-65, Pittsburgh 30, Pa.**

To cover cost of handling, I enclose:

☐ 10¢ in coin for the new, 24-page full-color booklet, "Guide to a Better Kitchen."

☐ 25¢ in coin for the booklet plus the Plan-It-Yourself Kitchen Kit.

☐ I am modernizing    ☐ building

NAME.....

STREET.....

CITY.....

COUNTY..... STATE.....



See how easily you can "convert" this cabinet

# Kitchen

## storage space

kitchen, you'll want to study the other special features which help to make this the outstanding kitchen of 1955.

For all its advantages, the American-Standard kitchen costs surprisingly little. Be sure to see it demonstrated by your American-Standard retailer—he's listed under "kitchens" in the Yellow Pages of your phone book. He'll be glad to help you plan, for either a complete new kitchen or step-at-a-time remodeling. **American Radiator & Standard Sanitary Corp., Pittsburgh 30, Pa.**



**Three big drawers** provide wonderful storage space for bulky items. And no matter how heavily the drawers are loaded, they slide smoothly, easily.



**Three sliding shelves** fit into the same cabinet. Notice how easily they accommodate even the tallest cans. Each shelf will hold up to fifteen No. 2 cans.



**Dozens of combinations** of drawers and shelves are possible. Thus, you can easily change from one combination to another, as your storage needs change.

Have all these extra features you've been wanting



**"Convertible" utility cabinet** lets you place shelves and drawers wherever desired for storing bulky items. You can even use appliances right on the shelves.



**Wire shelves** let you see what is stored at the back of a cabinet . . . are adjustable at one-inch intervals to hold varied items. Note useful cup-or-condiment rack.



**Handy hanging shelves** can be attached beneath wall cabinets, giving valuable extra shelf space. Handle-free cabinet doors open at a touch from underneath.



**Lift-out cutlery tray** makes place setting easy . . . just carry it to the table. It fits snugly into the cabinet drawer, keeps your silverware neat and ready to use.



**Corner cabinet** with revolving shelves brings items within easy reach . . . makes use of space otherwise wasted. Another example of *usable* storage space.



**Handle color-guards** accent any decorating scheme . . . can be changed at any time. Five color choices to match or contrast with smooth Micarta counter tops.

# AMERICAN-Standard

## KITCHENS

Serving home and industry: AMERICAN-STANDARD • AMERICAN BLOWER  
CHURCH SEATS & WALL TILE • DETROIT CONTROLS • KEWANEE BOILERS • ROSS EXCHANGERS • SUNBEAM AIR CONDITIONERS







**When you want a meat and potatoes meal at a moment's notice...**

**Rise to the occasion**—by simply reaching for a can of Chef Boy-Ar-Dee Meat Balls with Gravy.

Heat in saucepan—pour over mashed potatoes (or rice or noodles)—and let folks come and get it!

It's a real meat-eater's delight. For out of every Chef can come *ten* extra-plump, extra-tender meat balls. Made of *pure* beef—the same top grade you'd get at the butcher's yourself. Expertly cooked so the delicious

juice is kept inside. Lots of good brown pan-style gravy, too—the kind that takes long stirring and looking after.

It's homemade goodness—without the home work. And all for only 14¢ a serving. Keep *several* cans on hand.

**You'll enjoy** Chef's delicious, ready-made *Italian* dishes, too—Spaghetti and Meat Balls, Spaghetti Dinners, and the superbly blended Meat and Mushroom Sauces. When moments count, let Chef do your cooking!

**Quick**

pure beef

**CHEF BOY-AR-DEE**  
Meat Balls with Gravy







# VENUS AND THE LAW

Cruising in Central Park early one morning, Patrolman Peter Witkus of the New York police glanced at the familiar statues he passed—Burns, Scott, then, suddenly, a strange Venus. Disembarking, Witkus eyed the nude with displeasure, called in for orders before proceeding (*next page*).





ARE YOU REALLY LOVELY TO LOVE?

## Is there an air of freshness about you...always?

A sweet, appealing air of freshness... is yours, always... when you use Fresh Cream Deodorant.

Fresh keeps you free from embarrassing underarm odor and stains. Underarms are *dry*! For Fresh contains the most highly effective perspiration-checking ingredient now known to science.

When you open the Fresh jar you'll

discover... its delicate fragrance... its whiteness, its whipped cream smoothness. Not a trace of stickiness. Not a trace of greasiness. Gentle to skin, too.

For an air of freshness use Fresh Cream Deodorant every day—be sure you are lovely to love, always.

*Fresh* is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.

a *Fresh* girl is always lovely to love



## Venus and the Law CONTINUED



**REINFORCEMENTS**, in the form of more police, arrive. The statue was inscribed: "Nejla as Venus." "I think," said Witkus, "there's a violation here."

**LATE ARRIVAL**, a Park Department worker, discovers statue is not anchored to pedestal. Police had parked the problem with Park Department.

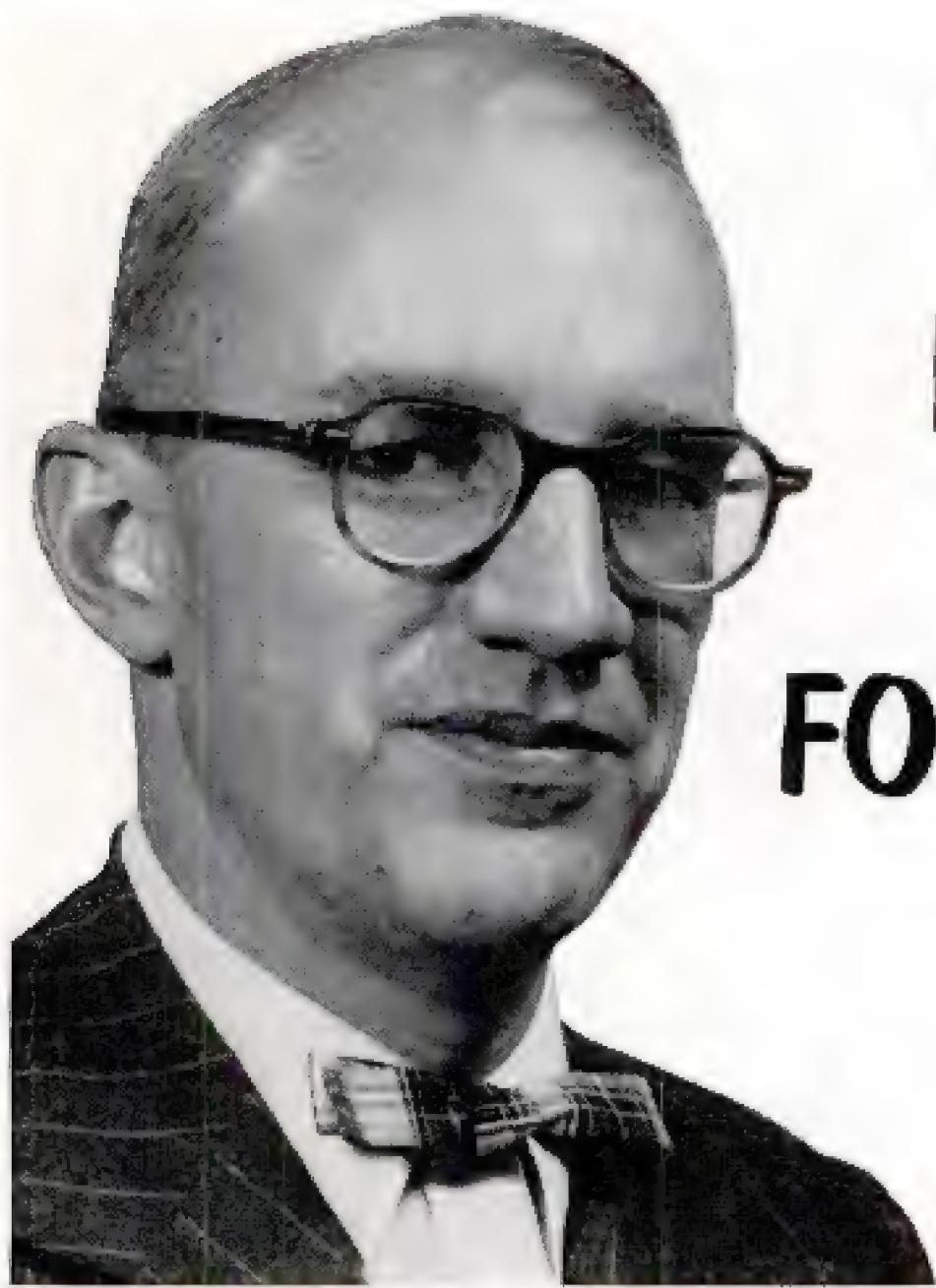


**REMOVING STATUE**, park men find its arm and base damaged. They removed it hours after puzzle of how the Venus got there was solved (p. 132).





**"Our house is as cool as a North Woods Camp!"**  
*says Carleton Davis of Orchard Park, N. Y.*

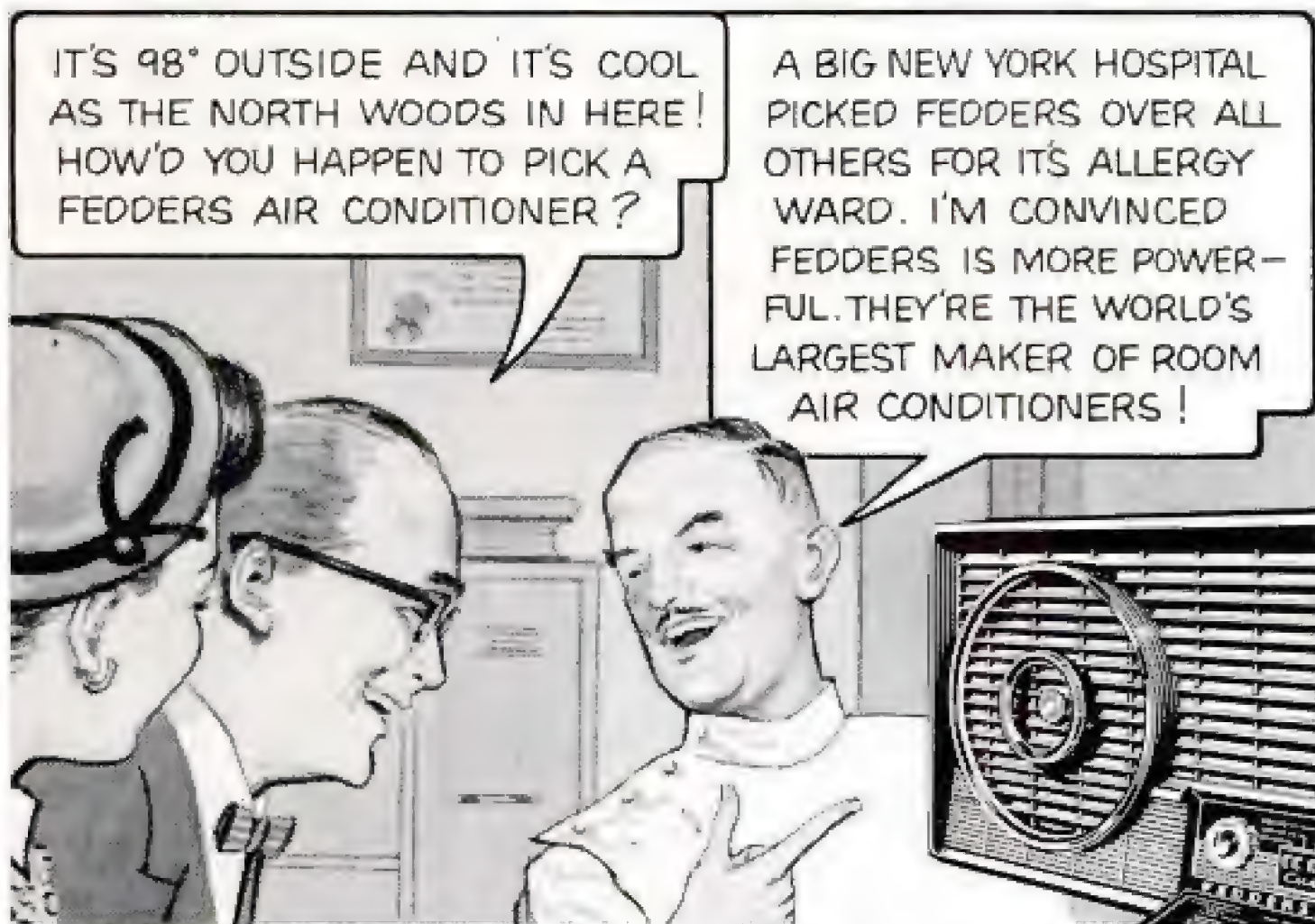


## "NO MORE HOT MUGGY SUMMERS FOR MY FAMILY!"

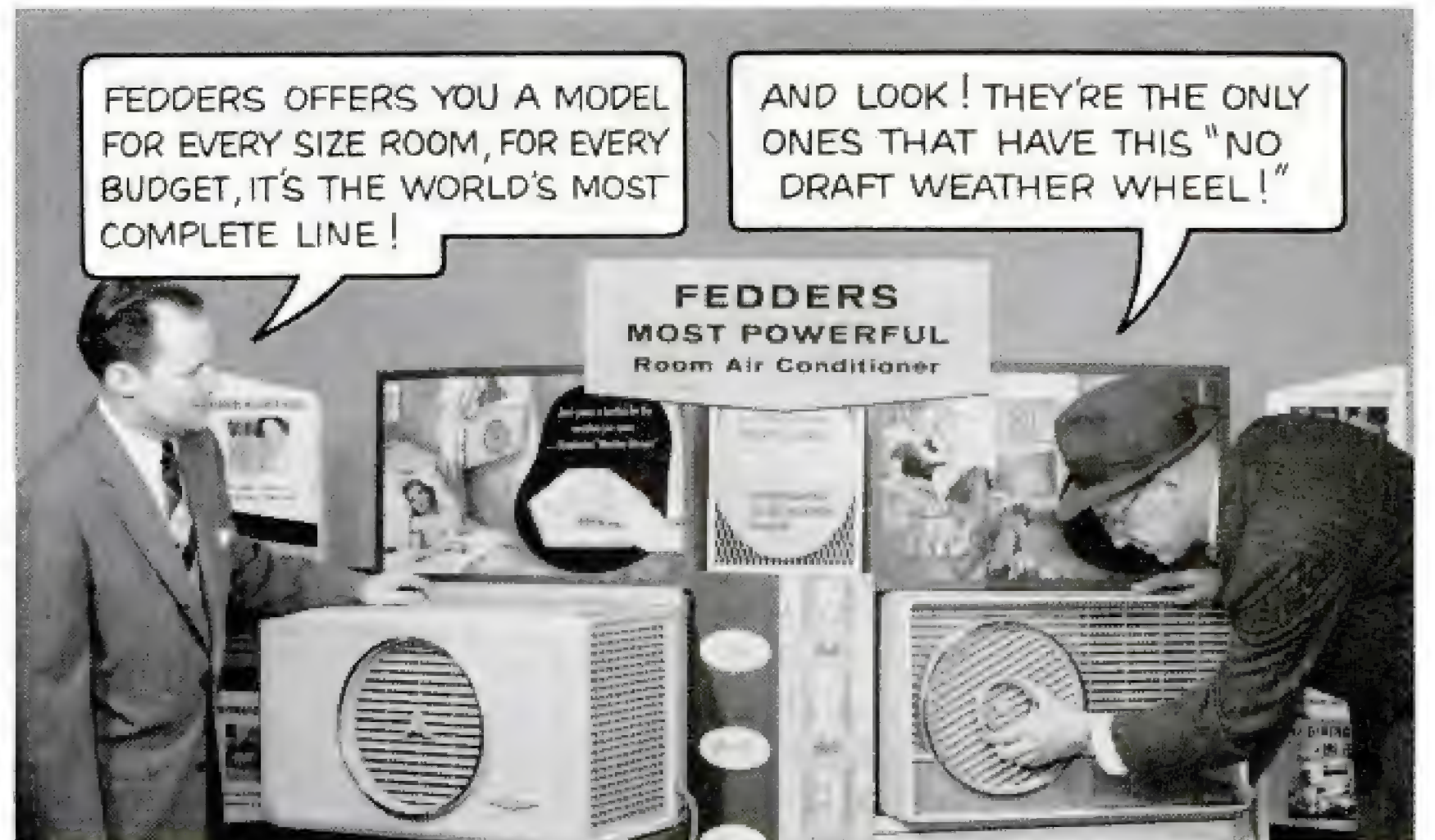
**This is the summer** to give your family all the comfort of Fedders Room Air Conditioning! Fedders prices have never been so low. You can enjoy a powerful, dependable Fedders unit for as little as \$2.00 a week after small down payment. Don't put it off any longer!



**Compact Fedders Room Air Conditioner** fills your room with deliciously cool, filtered air. You can sleep soundly on the hottest, muggiest nights...wake refreshed. Fedders is the world's largest manufacturer of room air conditioners, maintains finest Quality Control.



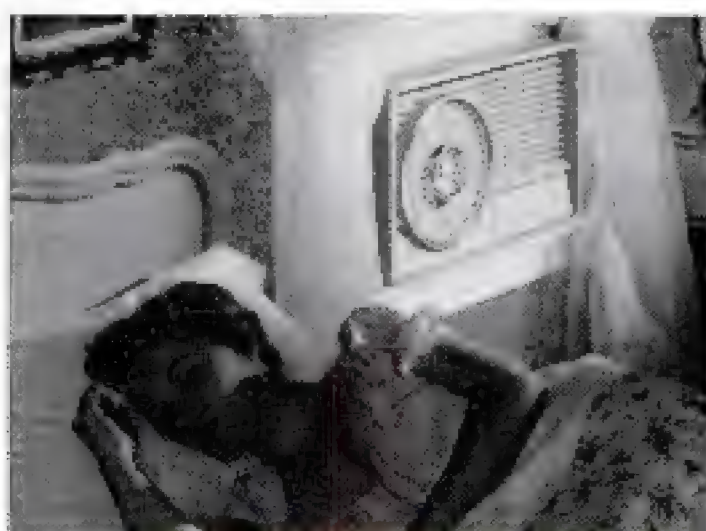
**EXCLUSIVE!** Fedders "No-Draft" Weather Wheel makes all other room air conditioners outmoded! The *only* air conditioner that gives you "full circle cooling", with never a draft. A flick of the finger sends a refreshing current of cool, clean, dry air in any direction.



**EXCLUSIVE!** Every Fedders unit has the exclusive Built-In Weather Bureau. Lets you push a button for exactly the fine, dry climate you want. All air is dehumidified and filtered. Weather Bureau lets you ventilate a room, or whisk away stale, smoky air... both independently of cooling. See these *year-round* comfort appliances in action today!



**LIVING ROOM** This is a Fedders Custom 1200, most beautiful unit ever designed. With flush Fleximounting, exclusive Weather Wheel, Built-In Weather Bureau!



**BEDROOM** Sleep cool, wake refreshed with the Fedders Custom 600 in your bedroom window! Cools, cleans, dehumidifies, ventilates!



**KITCHEN** This handsome Fedders Custom 900 fills it with delightfully cool, clean dry air...makes it a joy to work in on the hottest days! Low, low price.

**Rated No. 1\* in Performance  
by a Leading Consumer  
Research Organization**

**MOST POWERFUL ROOM AIR CONDITIONER  
IN FEDDERS' 59 YEAR HISTORY**

*\*3/4 ton Deluxe unit*

# FEDDERS

**WORLD'S LARGEST MAKER OF ROOM AIR CONDITIONERS**

### MAIL THIS COUPON TODAY!

FEDDERS-QUIGAN CORP., Dept. 7, Buffalo 7, New York

☐ Please send 20-page Free booklet on Fedders Room Air Conditioners. ☐ I would like to see a Fedders Professional Specialist.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_



Don't  
shrink  
from  
comfort!



**DIAGNOSIS:** No Smooth-Natural-Follow-Through-itis!  
**REMEDY:** Wear REIS PERMA-SIZED

Only knit underwear — labeled REIS PERMA-SIZED — guarantees THE SIZE YOU BUY IS THE SIZE IT STAYS!  
Only REIS PERMA-SIZED — the exclusive shrink-resistance process — has the stamina to withstand laundering after laundering, even in automatic washers and dryers.

Laboratory tests prove this! The REIS money-back guarantee stands behind it! For lasting comfort, at long last, insist on REIS PERMA-SIZED underwear and knit sportswear!

**P. S. means Perma-Sized®**  
*Live in comfort!*



EMPIRE STATE BUILDING

NEW YORK 1, N. Y.

LICENSEE IN CANADA: SUPER KNITTING MILLS CO., LTD.



BRIEFS  
\$1.00 AND UP



T-SHIRTS  
\$1.25 AND UP



ATHLETIC SHIRTS  
\$1.00 AND UP

Venus and the Law CONTINUED

## BELLY DANCER IS THE ANSWER

When Officer Witkus arrived on the scene, he noticed that reporters were there ahead of him but tried to ignore them. They had been alerted by mysterious phone calls which had also alerted a Turkish belly dancer named Nejla Ates and a New York sculptor named Albino Manca. Nejla turned up in slacks and the top of her nightgown (*below*), explained that she had posed for the statue Manca had sculptured. Since Nejla is the belly dancer in the musical *Fanny*, the reporters had no trouble figuring out what it was all about, especially when they recalled that *Fanny*'s press agent is a man who once sold an icebox to an Eskimo.



**THE TWO NEJLAS** stand together on pedestal as Sculptor Manca looks on. Finding the figure damaged beyond repair, Manca took to his bed in despair.



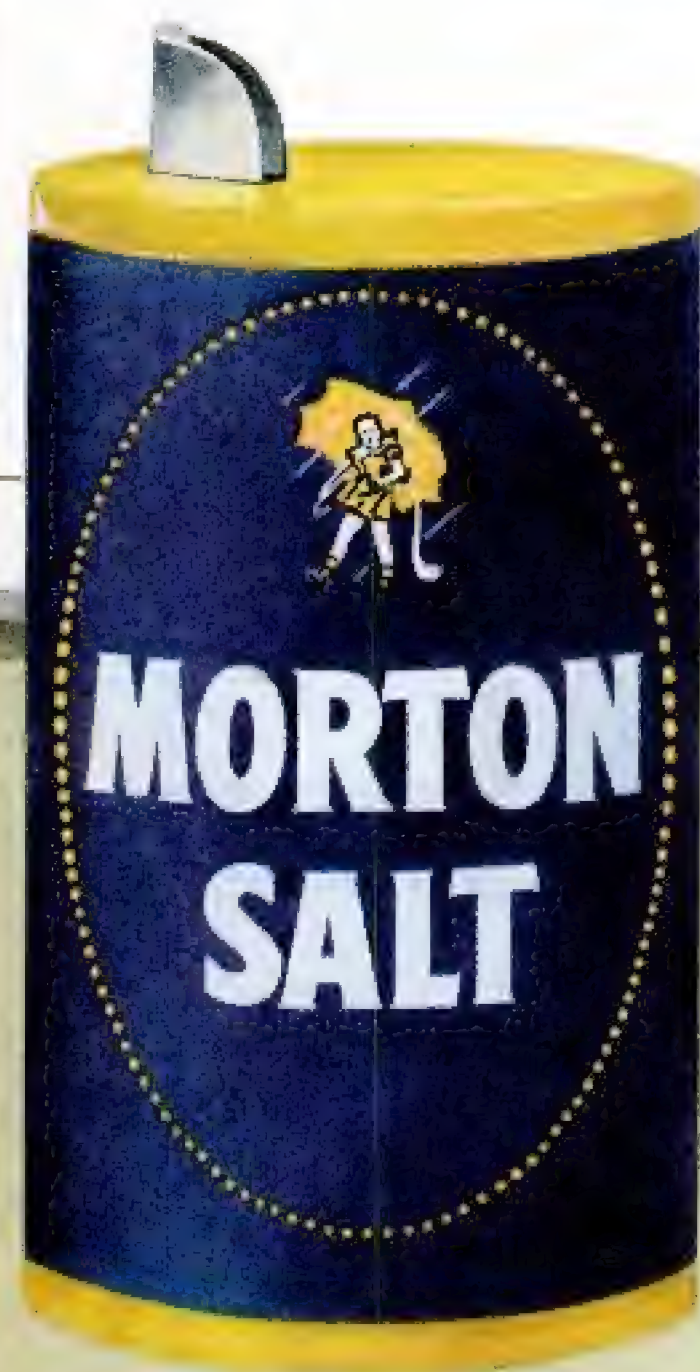
SPRING VEGETABLE WORTH

ANY

ITS SALT IS WORTH



MORTON'S



Plain  
or  
iodized

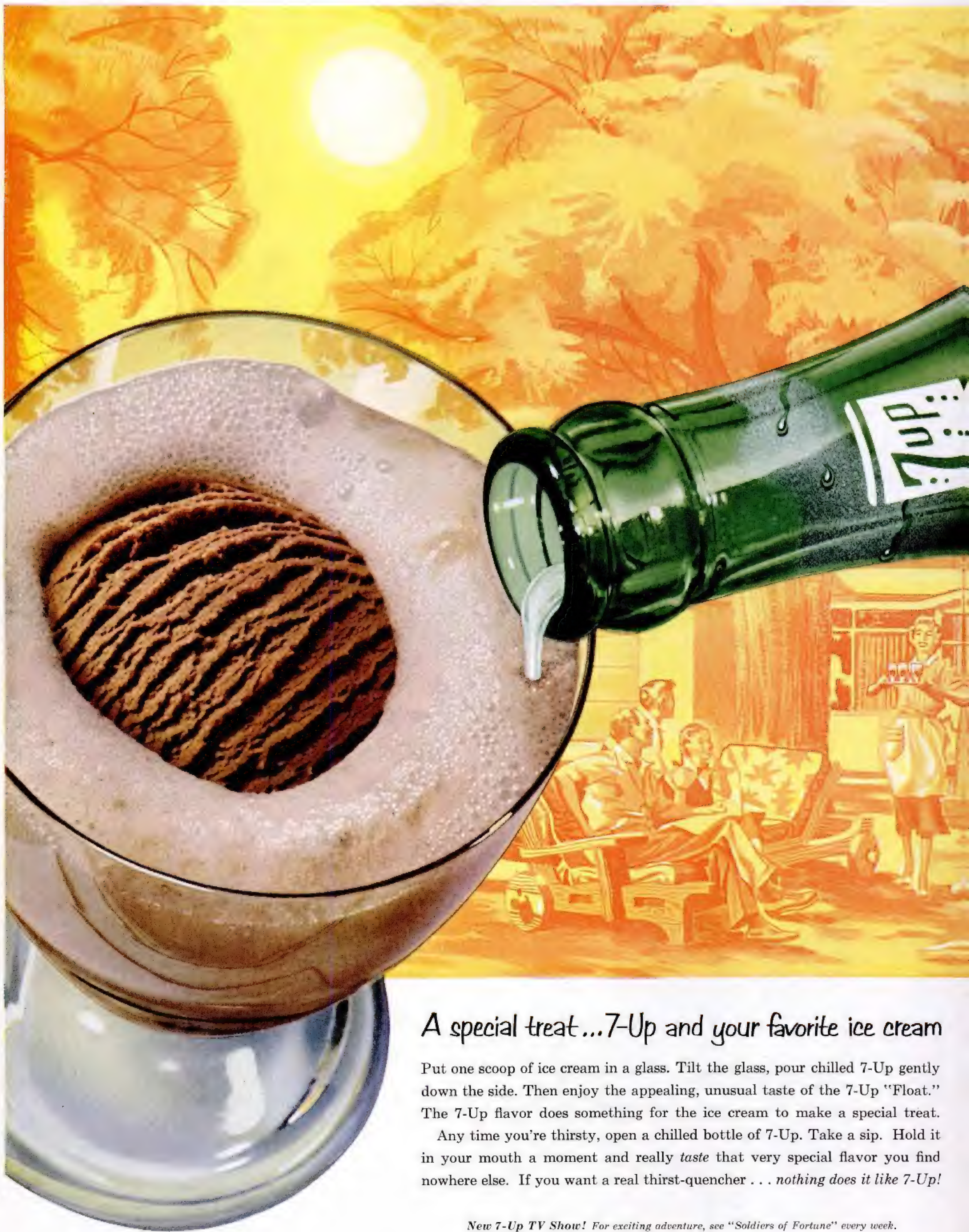


When it rains it pours



AVAILABLE IN HANDY NEW SALTERS, TOO!  
New Morton Salters, 3 $\frac{3}{8}$  inches high, are handsome and handy . . . perfect for kitchen and table. No cleaning or filling necessary. When shakers are empty, just throw them away and open fresh ones. Packed three to a carton. Iodized or plain.





## A special treat...7-Up and your favorite ice cream

Put one scoop of ice cream in a glass. Tilt the glass, pour chilled 7-Up gently down the side. Then enjoy the appealing, unusual taste of the 7-Up "Float." The 7-Up flavor does something for the ice cream to make a special treat.

Any time you're thirsty, open a chilled bottle of 7-Up. Take a sip. Hold it in your mouth a moment and really *taste* that very special flavor you find nowhere else. If you want a real thirst-quencher . . . *nothing does it like 7-Up!*

*New 7-Up TV Show! For exciting adventure, see "Soldiers of Fortune" every week.*





# *Enjoy a Seven-Up "Float"!*



*Peach  
and 7-Up*



*Strawberry  
and 7-Up*



*Orange Ice  
and 7-Up*



*Lime Sherbet  
and 7-Up*

Copyright 1955 by  
The Seven-Up Company





**TWIN-CONSOLE "MARK I"**, \$1600. Four speakers in cabinet at left; New Orthophonic High Fidelity "Victrola" Phonograph, superb AM-FM radio, High Fidelity tape recorder, master controls in instrument cabinet. Traditional styling in figured mahogany finish. Also available in modern natural walnut. Model 6HFL.

## NEW ORTHOPHONIC "VICTROLA" PHONOGRAPHS

# A NEW CONCEPT IN HIGH FIDELITY BY RCA VICTOR

Now—registered factory-balanced high fidelity featuring the unique Panoramic Speaker System. New "Master Control" precision tuning and custom-styled cabinetry—all for as little as \$129.95

You have never seen or heard phonographs like these.

Here for the first time are complete High Fidelity systems, *factory-balanced* by RCA Victor for superlative performance, and enclosed in strikingly beautiful cabinets. Here for the first time, too, is *registered* High Fidelity. Each instrument bears a "limited edition" plaque and number registered in the name of the owner.



**EXCLUSIVE PANORAMIC SPEAKER SYSTEM** has a minimum of three speakers scientifically angled to diffuse sound throughout room. You enjoy the full range of sound no matter where you sit.

In introducing these New Orthophonic High Fidelity "Victrola" instruments, RCA Victor takes the guesswork out of buying High Fidelity. Whether you pay \$129.95 or \$1600, you can get the most advanced features from the world's best sound engineers.

For example, each instrument gives you thrilling room-wide sound dispersion through the RCA Victor Panoramic Speaker System with extra powerful amplifiers.

You'll thrill to the amazing "concert hall" realism of these new, ready-to-plug-in-and-play High Fidelity instruments. See and hear these custom-styled New Orthophonic High Fidelity "Victrola" Phonographs at your RCA Victor dealer's this week.



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA

CAMDEN 8, NEW JERSEY  
Suggested Eastern list prices shown subject to change.



**THE "MARK V"**, \$129.95. Three-speaker High Fidelity "Victrola" phonograph. Mahogany or modern oak finish. Legs optional, extra. Model 6HF5.





RAISING ITSELF UP ON THE ROCKS, A LONG-CLAWED, 218-POUND KOMODO DRAGON LOOKS ABOUT WITH BRIGHT, BEADY EYES AS IT CASES ITS NEW HOME IN THE BRONX

# THE GREAT KOMODO DRAGON

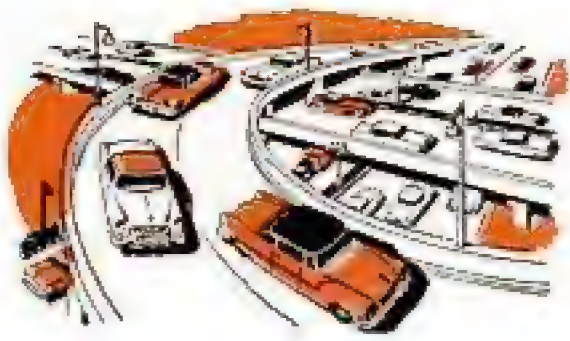
**The world's largest lizard, nine feet long, takes up residence in the Bronx Zoo**

The artists who for centuries painted malevolent fire-breathing dragons based the fanciful creatures on innocuous snakes and lizards, never suspecting that something resembling their creations actually lived. But in 1912 a Dutch naturalist explored the tiny island of Komodo in Indonesia and found it inhabited by carnivorous nine-foot lizards, almost the image of the monsters of mythology. The Komodo dragons, remote relatives of the huge ocean-going mosasaurs of 50 million years ago, stalk

among the island's rocks in search of food, sometimes lie along animal trails waiting for wild hogs or deer. When prey approaches, they rush out with surprising speed to seize it with their backward-curving teeth.

For years no Komodo has been seen outside of Indonesia. But last week, after a 10,000-mile flight, two of them arrived at New York's Bronx Zoo. Now on display in the new reptile house, the rare Komodos are providing most visitors with their first look at the largest lizards on earth.





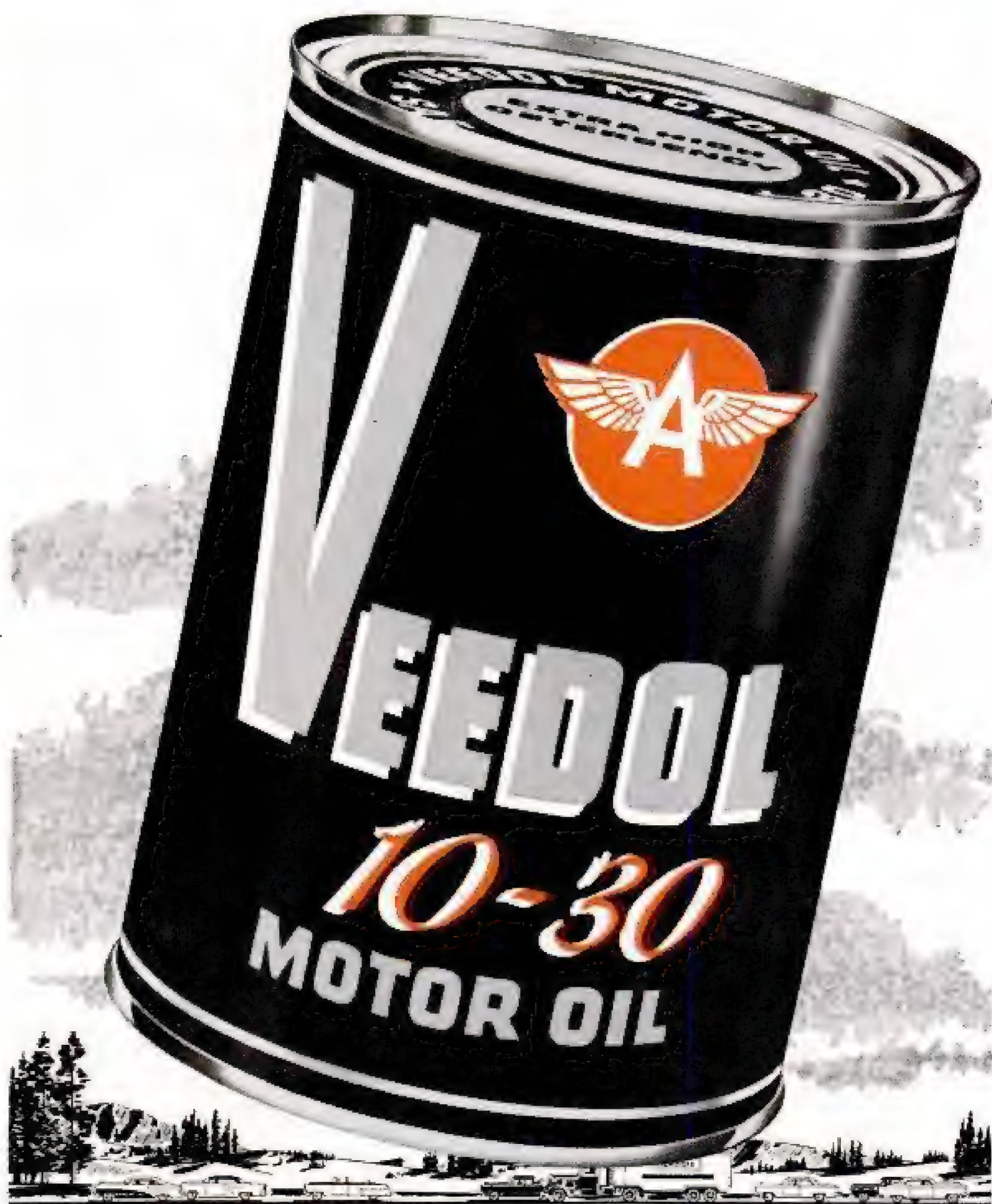
**VEEDOL 10-30 gives up to  
40 extra miles per tankful  
of gasoline**

*and you get...*

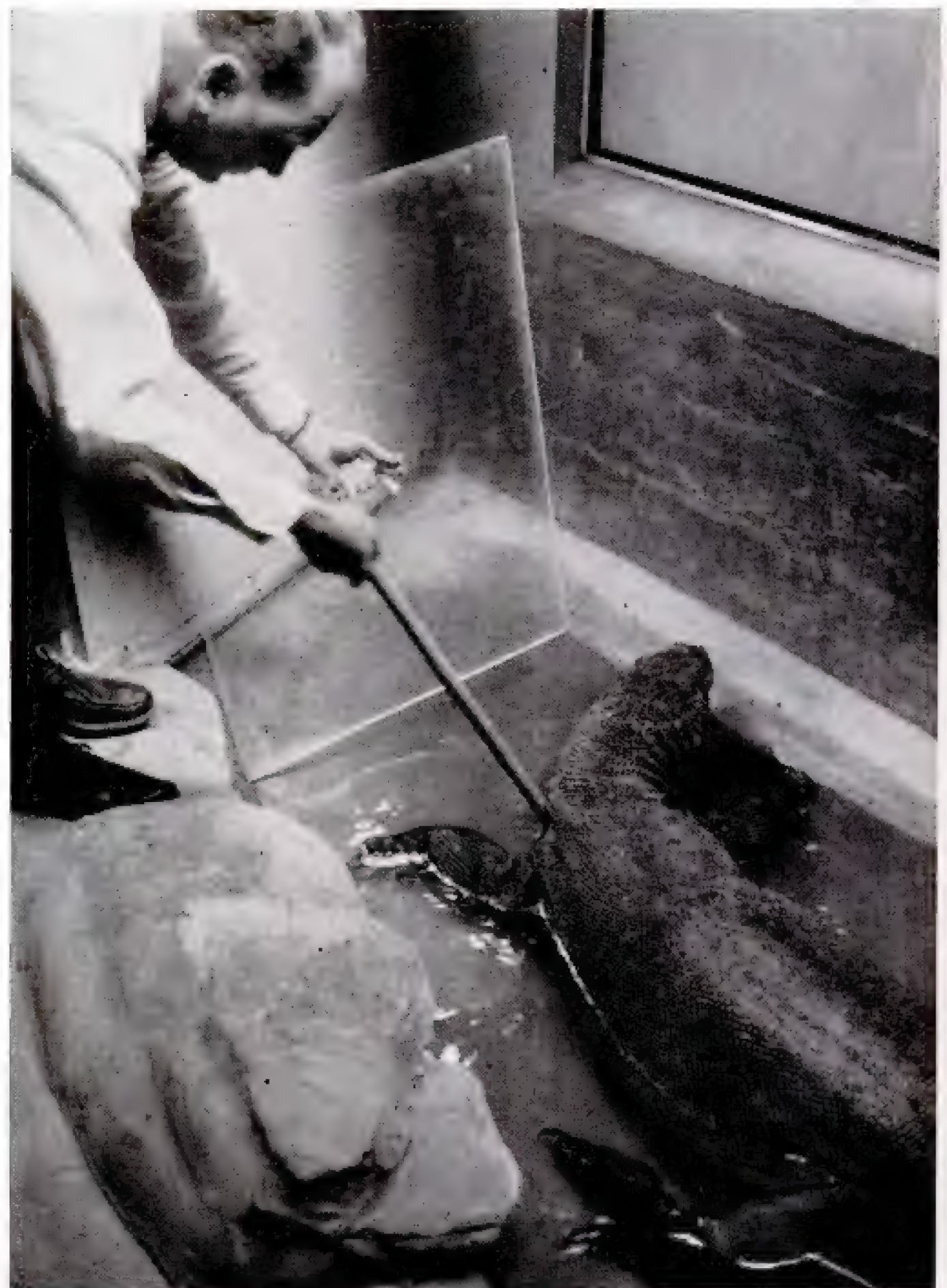
# HIGHEST OCTANE PERFORMANCE

Add extra miles to *every* gallon of gasoline you buy with Veedol 10-30. With less oil drag, it saves gasoline with faster starting ... smoother stall-free warm up ... in stop-and-start traffic ... in high speed, highway driving. It adds *extra* power ... gives highest octane performance by cutting down octane-robbing carbon deposits in your engine. Change to Veedol 10-30 ... the world's most famous motor oil.

**TIDE WATER ASSOCIATED OIL COMPANY**  
SAN FRANCISCO • TULSA • HOUSTON • NEW YORK



**WITH TONGUE FLICKERING**, dragon inspects new home as another peers warily from crate. Tongue is their most sensitive means of detecting odors.



**IN ITS POOL** a Komodo wets its scales, tough as a coat of mail, which dried out during trip. Curator of Reptiles James Oliver used pole to keep it in pool.

[CONTINUED ON PAGE 140](#)



# Why Swelter? JUST A TWIST OF THE WRIST CHANGES HOT MISERY . . . TO COOL COMFORT!



## Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

Why not call your G-E dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

### Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting, or *any* position between.
- **Fully automatic controls**—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER

*So quiet! So very dependable!*

GENERAL  ELECTRIC



**Uses less current!** New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* air conditioner!



Why Thousands of Physicians and Dentists Recommend

**STRONGER Yet SAFER**

**ANACIN<sup>®</sup>**  
*to relieve*  
**PAIN**

*Won't upset your stomach!*

HIGHEST MEDICAL  
AUTHORITIES  
have established  
beyond a shadow of  
a doubt that the  
combination of  
potent pain relievers  
in Anacin acts  
smoother and  
more efficiently than  
any single drug.



You can depend on Anacin to give stronger, faster relief from pain of headache, neuritis, neuralgia, rheumatism, arthritis and normal periodic pains. Anacin is safer, too...won't upset the stomach...contains no narcotics or habit forming ingredients. You can take Anacin as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a *combination* of medically proven active ingredients. The highest medical authorities declare that the Anacin way (a formula combining small quantities of a *number* of effective pain relievers) gives faster, more effective and safer relief than a large dose of any one single drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry.

So whenever stronger yet safer medication is needed—take Anacin. Remember no single drug can give you the same strong, safe relief as the combination of powerful pain relievers in Anacin Tablets.

If pain persists—see your doctor.

*You can depend on*



KOMODO DRAGON CONTINUED



**CLAMBERING FEMALE** crawls over male as she takes a turn about the cage. For first meal at zoo she ate 12 pounds of horse meat, the male three pullets.



**ALL TUCKERED OUT** after trip, male spreads out and goes to sleep. Docile in captivity, Komodos, if goaded, can deal a crippling blow with their heavy tails.



# **L&M STANDS OUT FROM ALL THE REST**

Much more flavor—and **L**ight and **M**ild

Effective filtration—and draws e-a-s-y

Highest quality tobaccos—low nicotine

This is it—**L&M**

PURE WHITE  
*Miracle Tip*



YOU HEAR IT EVERYWHERE—

*"I've got L&M...  
and L&M's got  
everything!"*

**L&M** is America's Best Filter Cigarette...

and it's sweeping the country!

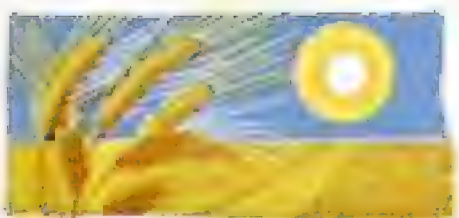




"SHOWING OFF THE NEW POWER MOWER" by Fred Siebel, Number 108 in the series "Home Life in America"

*Now that summer's in the air—*

# What makes a glass of beer taste so good?



**Malted barley and other grains** carefully selected from our country's choicest crops. The tangy hops that give beer its distinctive taste are harvested only when their flavor is at its best.



**Pure clear water**—pure as the finest spring water—and brewing equipment kept absolutely spotless to maintain that purity.

**Important minerals**—including certain basic elements our bodies use up every day—are among the natural ingredients of beer.



**The way it "belongs"** with the friendly informality that's so much a part of American life. No wonder beer and ale are traditionally considered *beverages of moderation*.

*Beer Belongs—Enjoy It! America's Beverage of Moderation*







SOVIET DOUBLE-DELTA WING JET, WHICH HAS ALREADY FLOWN, PROBABLY TRAVELS TWICE SPEED OF SOUND, AT LEAST MATCHING ANY KNOWN U.S. DESIGN

# A NEW SOVIET AIR FORCE THREAT

With the whooshing suddenness of a low-passing jet a troubling set of questions engulfed military and political Washington: has Russia equaled the U.S. in modern air might? Are the Russians in full production of intercontinental bombers? Are they already producing supersonic fighter-interceptors, better than any we have ready for action, and seriously working on radical new types like the double-delta shown above?

The questions were raised when Western observers sighted modern jets flying over Moscow in a display obviously intended to alert the West to the new Soviet strength. No absolute answers to the controversial

questions are available but here, based on what observers have been seeing, is an informed look at the latest in Soviet combat craft. Artist John T. McCoy's drawings on these pages were prepared from analyses of available information made by Design Engineer Thomas Turner.

As of this year, authorities seem agreed that the U.S. has greater air-power, particularly in strategic bombers. President Eisenhower and Secretary Charles Wilson went on record to this vital point. However, the Soviet challenge was not ignored—the Air Force suddenly and significantly announced a speed-up of long-range bomber and fighter production.





T-37



T-39



## TWO STARTLING SOVIET BOMBERS

The most disquieting planes sighted over Moscow were the two long-range bombers above. Prototypes of the T-37 Bison and T-39 Badger, as NATO labeled them, had been seen before. But now the number indicated Russia was putting increased emphasis on their production.

A study of externals as shown in these silhouettes put the Bison in a class with the U.S. B-52 Stratofortress and the Badger with the B-47 Stratojet. But the Bison has four engines to the Stratofortress' eight, while the Badger has two to the Stratojet's six. The difference is important. Huge 6-foot air intakes and extraordinarily thick nacelles indicated the Russians have developed and are producing a powerful new jet engine (*opposite*), which with afterburner is capable of at least 50% more thrust than any now in standard use in the U.S.

Performance estimates give the Bison a 650-mph speed and 6,000-mile range with 20,000-pound bomb load, sufficient for a hydrogen bomb. The Badger has about the same speed and a range of 3,000 miles with the same bomb load. Both bombers have manned tail-gun positions, indicating that in this detail Russia lags behind the U.S. whose strategic bombers are protected by electronically aimed and fired guns.

B-52



B-47

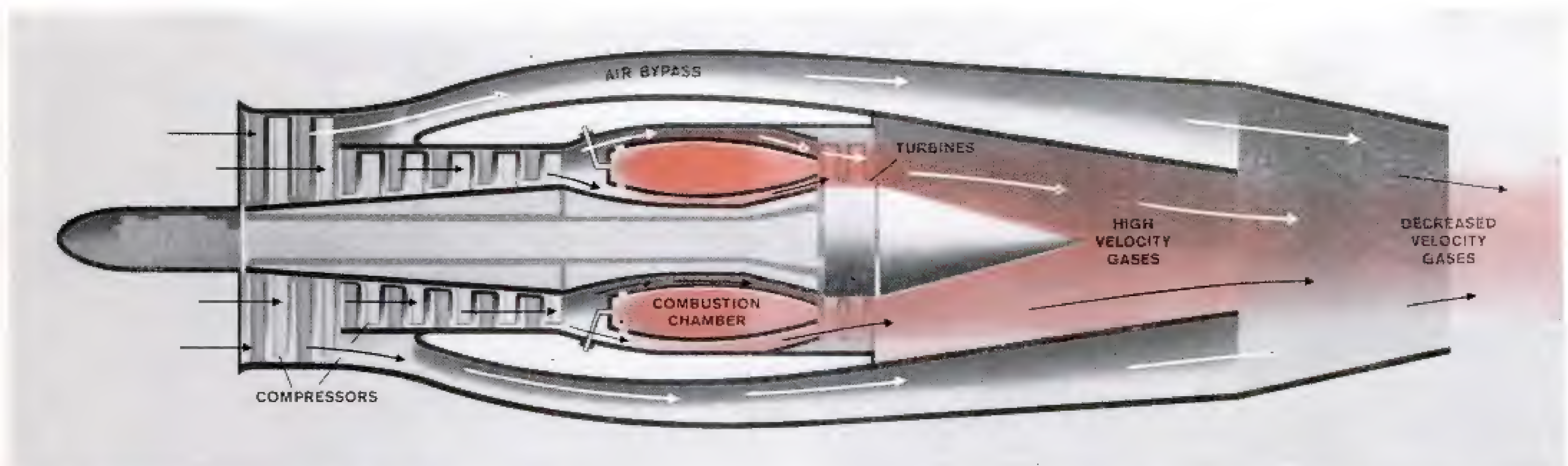






**RUSSIA'S NEW STRATEGIC BOMBERS**, the T-37 Bison (*foreground*) and T-39 Badger, can reach near-sonic speeds at altitudes of 40,000 to 50,000 feet. Bison probably could make round-trip H-bomb attack against U.S. Badger would

require aerial refueling for same mission. Protruding shapes on Bison wingtips are counterweights to prevent wings twisting at high speeds. Cutaways show Bison crew forward and view of powerful new Lypass jet engine diagrammed below.



**NEW RUSSIAN ENGINE** in Bison and Badger probably embodies bypass principle diagrammed here. As in normal jet compressed air feeds into combustion chambers where it provides thrust by being heated, expanded and expelled. But

additional cooler air bypasses combustion and feeds into tail pipe. Since cool air is denser than hot, this increases air density at the exhaust. And since dense air provides more thrust, engine's power is increased without use of extra fuel.





**SUPERSONIC FIGHTER**, reportedly as good as the new U.S. F-104, streaked over Moscow at window-rattling speed before May Day. Observers spotted 50 of the swept-wing fighters, proving they are in full production. Although few details

have been revealed, the 1,000-mph fighter is believed to appear essentially as shown here. Though designer is unknown to West, stubby nose indicates that Mikoyan, who helped develop snub-nosed MiGs, had a hand in development.



**FLYING BOAT FIGHTER** Russians reportedly are developing is probably not as good as U.S. counterpart, the Convair Sea Dart. Reports say three of the Soviet seaplane-fighters underwent tests on the White Sea as long ago as March

1953. Air intakes and tailpipes of twin jet engines which may drive the plane at over 600 mph are mounted high to clear water spray on take-off and landing. Plane was designed by Yakolev, who created famed Yak fighters of World War II.



## THREE IMPRESSIVE CONTENDERS FOR SOVIET'S GROWING AIR ARM



Large turbojet engine (indicated in this drawing) which probably develops 12,000 pounds thrust, is placed behind fuel tanks which fill midsection of fuselage. Traditional Russian design philosophy puts pilot well forward for combat visibility.

The final significance of the Moscow air show was not, as some observers feared, that Russia had outstripped the U.S. but that she had come so close so quickly. Throughout World War II, Russia's air force was mostly a tactical appendage of the Red army. Only when the atomic age broke in 1945 did Stalin order his air force revamped along U.S. strategic air force lines, with intercontinental bombers capable of carrying atomic weapons. The late start has led the West consistently to underrate Russia's design and production capabilities. It can no longer do so.

The big surprise of the air display was the appearance of great numbers of supersonic day fighters (*left*). If early comparisons between this and the new U.S. F-104 are accurate, the Soviets have made a notable advance in their fighter force. It will be many months before the U.S. can fly as many F-104s.

The numbers of planes the Russians displayed indicated that each type—both of bombers and fighters—had been in production at least two years. This means they will now be available in ever-increasing numbers. Estimates are that the Russians now have 20 Bisons, not as many as the U.S. has B-52s. The Badgers which have been produced fell far short of the 1,500 B-47s the U.S. now has. But Russia's production rate is narrowing this gap. What other planes the Soviets have is not known, but there have been some surprising intimations (*below*).

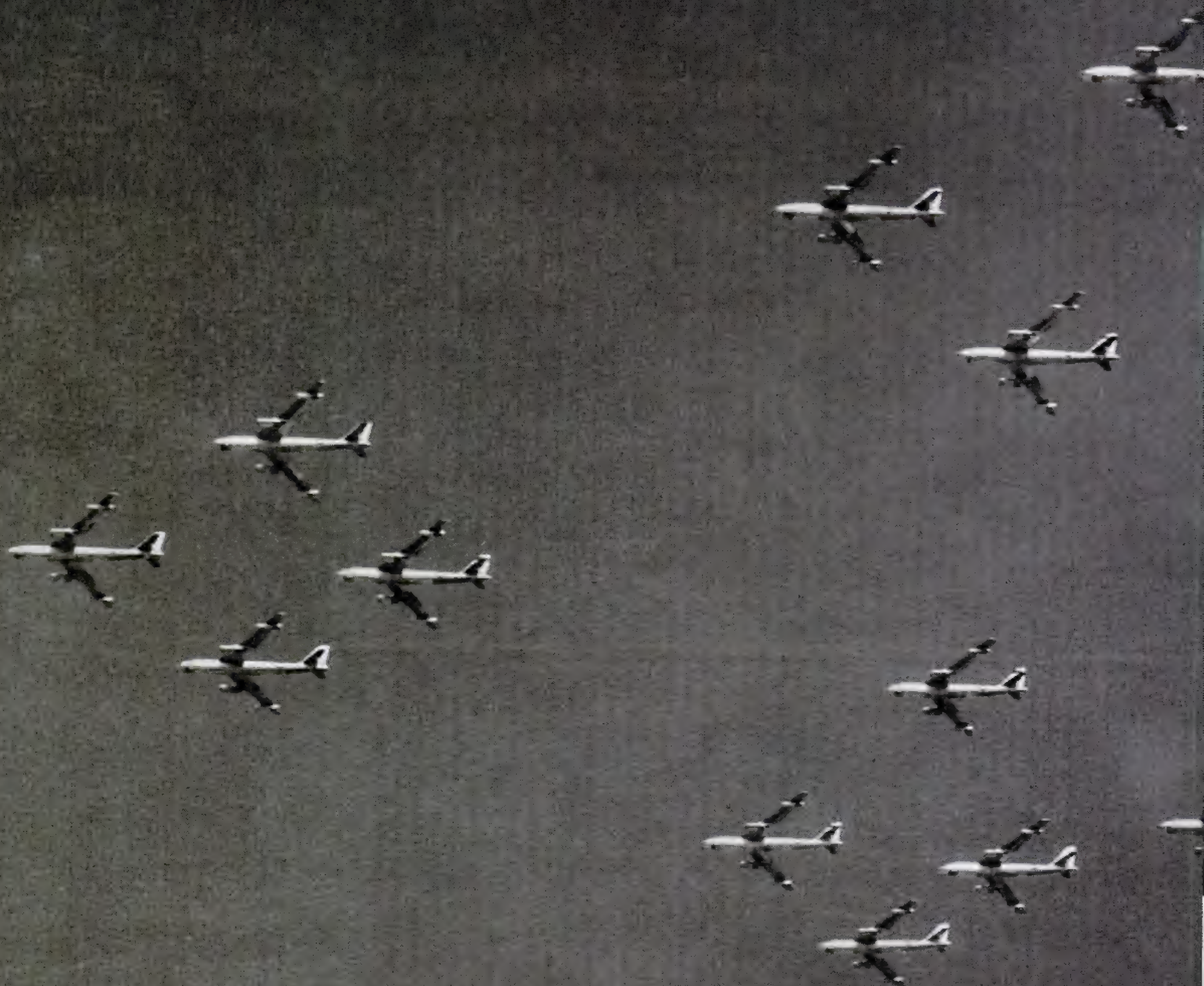
Though the Soviet and satellite air forces are believed to muster between 40,000 and 50,000 planes, only 25,000 are what the Russians would themselves designate as first-line craft. This first-line force is believed to include some 13,300 MiG fighters, two thirds of them MiG-15s, which fared poorly against U.S. opposition in Korea, and the rest MiG-17s, probably better but never combat tried. Evidently moving fast to repair its weaknesses, the Red air force offers the West little room for complacency.



**FLYING WING NIGHT FIGHTER** has been seen on the ground and zooming over Moscow. Twin jet engines fed by curved air intakes drive tailless plane at close to the speed of sound and permit rapid climbing for interception of bombers.

Unlike planes with standard tail and wings, horizontal control surfaces are in trailing edge of flying wing. Vertical stabilizers are mounted near wing tips. Design has been credited to Chervanovskii, one of Russia's best aviation engineers.





## B-47s FILL THE KANSAS SKIES AND POINT UP U.S. STRENGTH

While the Moscow flyover was in progress, the U.S. staged a noteworthy air show of its own. Swept-wing B-47 jet bombers roared through the Kansas sky above Wichita, where the thousandth B-47 crew had just completed its training at the Boeing plant. The event underscored the still unequaled training, experience and ability of U.S. airmen—a major factor in comparing air power.

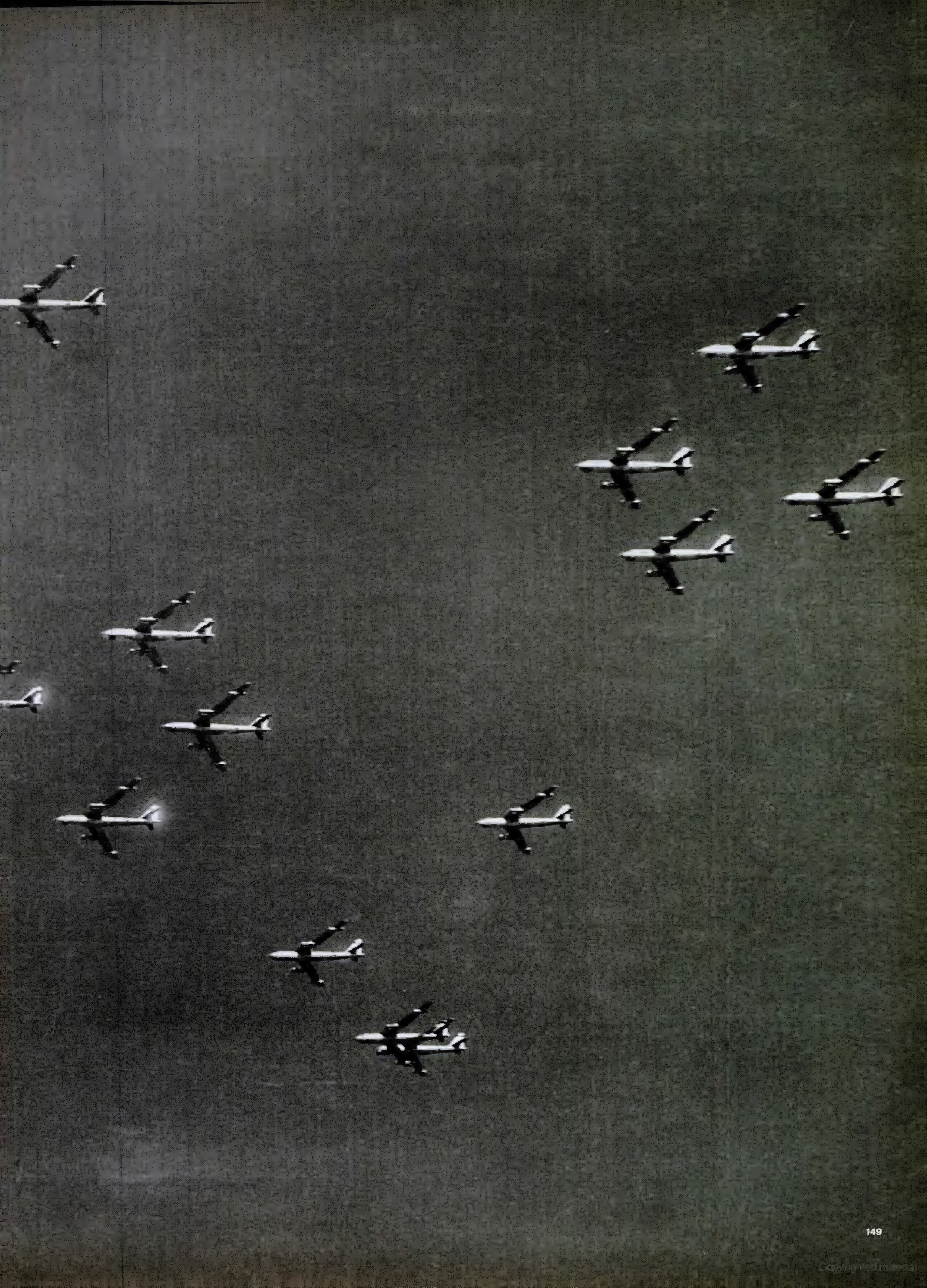
In all, the U.S. has more than 40,000 military aircraft, numbering everything from first-line equipment to trainers and observation planes. The Air Force has 22,400 planes, the Navy 13,000.

The B-47s, 1,500 of them, plus 200-odd B-36s, are the heart of the U.S. strategic Air Force. Until the new Bisons and Badgers reach combat status, the Russian strategic force consists primarily of 1,200 non-jet TU-4 Bulls, obsolete by U.S. standards, with

350-mph speed, 4,000-mile range. In number and quality of bombers, the U.S. appears well ahead of the Russians at the moment.

In fighters the U.S. superiority is less certain. The Air Force has some 7,000 jet fighters, half of them F-86 Sabrejets which outperformed their Russian MiG-15 opposition by a nearly 14-to-1 ratio in Korea. The Navy has a sizeable combat force, much of it World War II vintage, but with some newer craft, notably Skyhawks, Skyrays and Tigers, beginning to come along in quantity. To oppose the new Russian MiG-17, about which little is known, the U.S. has in quantity only the Sabrejet. The clearest lesson of the Moscow air show—one the U.S. has apparently learned—is that the U.S. has been tardy getting both its B-52 heavy bombers and its latest fighters of the Century series in full production.







# REXALL DRUG STORES

## ★ ★ JUNE ★ ★

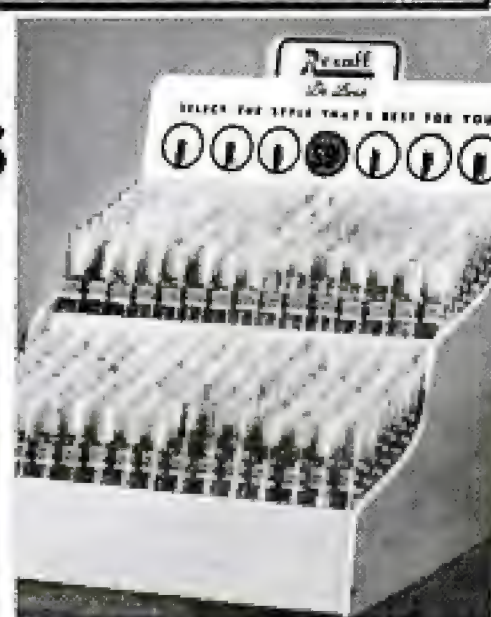
### EXTRA

# NEW PRODUCTS,

Pick Your Favorite from This Big Assortment

## Rexall De Luxe Toothbrushes in 6 Medically-Approved Styles

What style toothbrush do you prefer? Choose a Rexall De Luxe...and you'll choose from a big assortment of 6 medically-approved styles with long-lasting "Hyzon" bristles, 2 with natural bristles. Pick the style you like best from the handy dispenser in your Rexall store.



Each, Only **59¢**

## BUSY MEN PRAISE STAG'S NEW PUSH-BUTTON HAIR TONIC

Stag Ready-Groom Hair Tonic eliminates the vigorous "shake before using" required by other cream hair tonics. It comes in a push-button Aerosol container—just one quick shake, press the button, and it foams into your hand ready for instant use. You're assured of quick, smooth grooming—lanolin helps condition the hair, and helps remove loose dandruff.



5 oz., Only **\$1.25**

## New Fly-Charmer Kills Pests Fast; No Effort, No Odor Ends Menace of Disease-Carrying Flies

Elkays Fly-Charmer is a new, effortless way to kill pesky house flies—no more hunting them down with a fly swatter or with smelly, greasy sprays. Simply set up Fly-Charmer anywhere. It contains an amazing chemical discovery that flies can't resist, yet is odorless to humans! The complete Fly-Charmer package contains the dispenser and a bottle of solution.



Bath Only **\$1.98**

## New Non-DDT Insecticide Safer, Kills Bugs Quickly

New Elkays Non-DDT Liquid Insecticide is a modern formula that assures quick knockdown and sure kill. A



Grade AA Formula by government standards, it effectively controls flies, mosquitoes, ants, several types of roaches, waterbugs, centipedes, silverfish, gnats, bedbugs and clothes moths. Contains no DDT, so is safer than older formulas. Effective, yet economical, too.

Big pint bottle, Only **69¢**

## ★ LATE BARGAIN BULLETINS ★

- Picnic Jug,** Cut 40¢! Cape Cod ½-gal. jug keeps liquids hot or cold, is thoroughly insulated with Fiberglas. Humorous "Frolic" design. Regular \$2.19, now **\$1.79**
- Picnic Cooler,** Cape Cod, cut 76¢! Keeps foods hot or liquids cold. A fine ice bucket. 1-gallon size. Attractive design. Regular \$3.95, now just... **\$3.19**
- Ladies' Swim Kap,** Cut 39¢! A top quality aviator-style cap made of molded rubber. A regular 98¢ seller, now, during June, only... **59¢**
- "Sports Duo" Watches,** Specially-priced! With separate bands for wrist and belt. Shock-resistant, anti-magnetic. Now... **\$6.88**
- Billfolds,** Cut \$1.81. Styles and colors for men and ladies. All genuine leather, individually boxed. Men's have pass case. \$3.50 values, now only... **\$1.69**
- Adrienne Hair Brush,** Reduced \$1.51! Popular professional-style brush with long-lasting Nylon bristles. \$2.50 value, now just... **99¢**
- Flash Camera Outfit,** Save \$3.46. Ansco Shur-Flash camera with flash unit, 4 bulbs, 3 rolls of film. \$9.45 value, now only... **\$5.99**
- Stationery,** Choose linen-finish paper or envelopes in white or pastels. Regular 25¢ packs 50 sheets or 30 envelopes, now, during June only... **21¢**
- Nylon Hosiery,** Spuntex deluxe sheer 60 ga., 15 den., reg. \$1.39, now 3 prs. \$3.19, or \$1.09 pr. Sheer 51 ga., 15 den., reg. \$1.29, now 3 prs. \$2.89, or pr. **99¢**
- Folding Syringe,** Defender brand, made of Latex. Holds 2 quarts, folds flat. Regularly \$2.25. Buy now, during June, for only... **\$1.59**

## Ringworm Sufferers Praise New Rexall FUNGI-REX LOTION

New Formula is Safe, Easy to Apply, Less Irritating

New Rexall Fungi-Rex Lotion is a modern formula in easy-to-apply liquid form. Far less irritating to the skin, it effectively treats simple ringworm infections of the most tender body parts.



2 oz. **79¢**

## ★ ★ ★ NATION'S LONG-TIME SUMMER FAVORITES FEATURED AT

YOU WANT PLENTY OF PEP  
FOR FUN AND PLAY—IN  
SUMMER MORE THAN EVER



**REXALL  
SUPER  
PLENAMINS**

36-day supply Only

**\$2.59**

Summer heat and activities make extra demands on your energy. That's why you may need Super Plenamins now more than ever—to supplement your diet, restore your lost vitality. One tablet daily supplies more than your minimum requirement of all vitamins with known minimums—plus other important vitamins and 12 valuable minerals. Get yours today! 10-Week Supply of 72 tablets, **\$4.79** Economy-Size Bottle of 144, **\$7.95**

## Freshen Breath REXALL Mi-31 ANTISEPTIC

Rexall's famous amber-color mouthwash, breath-deodorant, gargle and multi-purpose antiseptic. Instantly kills contacted germs when used full strength.

Full pint Only **79¢**



## None Faster-Acting—At Any Price REXALL ASPIRIN

No finer, faster-acting aspirin made—at any price! And every tablet is guaranteed to contain five full grains of aspirin—so you're assured fast relief from headaches, cold symptoms, other minor aches and pains.

Bottle of 100 Only **54¢**



## "DRY UP" HAY FEVER MISERIES REXALL ANAPAC

Combines antihistamine—to help "dry up" the nose and eyes, relieve sneezing and congestion—with APC (aspirin, phenacetin and caffeine)—for quick and prolonged relief from the headaches, soreness that often accompany hay fever and summer colds.



Bottle of 15 Only **49¢**

## Taking a Trip?

## REXALL MOTION SICKNESS TABLETS

Contain no narcotics, yet effectively prevent that queasy feeling that spoils the fun of so many trips. Prevent motion sickness in cars and planes, on boats, busses and trains.



Box of 12 Only **89¢**

## FOR CUTS AND SCRATCHES REXALL SKIN ANTISEPTIC

A highly effective first aid dressing for minor cuts and small scratches. Goes to work quickly to kill many bacteria—protects, so helps promote healing.

1-oz. bottle, Only **33¢**



## Sunburn Itch?

## REXALL AEROSOL SUNBURN CREAM

Finger-tip action releases gentle foam that swiftly soothes pain; forms protective film that prolongs relief from itching, irritation.



5 oz. **\$1.49**

Rexall drug products are guaranteed to give satisfaction or your money back



# NEW VALUES AT REXALL!

## Bathing Beauties, Sportsmen Hail Rexall Eyelo For Speedy Eye Relief



Rexall's famous Eyelo eyewash bathes away dust, soothes eyes irritated by sun, wind, smog, reading or watching TV. Enjoy a refreshing, soothing Eyelo eye bath several times a day. Get two

bottles—one to carry; one for home. Free unbreakable plastic eye cup. Big ½-pint Eyelo, only.....69¢

4-Oz. Bottle **39¢**

## REVEALS SECRET OF LOSING UP TO 5 POUNDS A WEEK

**Ann Delafield  
Reducing Plan for Women**

Complete plan in her big beauty book; with vitamins, appetite-reducing wafers for 30 days.



Complete \$6.95 Refill \$5.95

**Delafield Reducing Plan for Men**



Complete plan—instruction book with menus and 10-day supply of diet-protecting vitamins, appetite-reducing wafers.

Complete \$3.50 Refill \$2.50

## BEAUTY TIPS by Cara Nome

### After-Bath Luxury CARA NOME DUSTING POWDER

Here's a smooth-textured powder so pure it's recommended for even baby's tender skin. Its fine white talc base makes it extra-absorbent, always cooling.



5½ oz. **\$1.50**

### Conceal Skin Blemishes NEW CARA NOME "PAT-A-WAY" STICK

It hides shadows, circles and lines, too. Just touch it on and pat them away.



4 shades, each **\$1.50**

### Beauty in a Drop! NEW CARA NOME LIQUID BLUSH

This liquid rouge comes in three flattering shades.



¼ oz. **\$1.10**

### Stay Fresh All Day CARA NOME DEODORANT CREAM

A delicately-scented antiperspirant that keeps you dainty and fresh from bath to bath. It applies very smoothly and is quick-vanishing, so leaves no sticky film and will not stain even the finest fabrics.



1 oz. **60¢**

### Soft Curls from the First Day

#### CARA NOME NATURAL CURL HOME PERMANENT

You won't have to suffer with "friz"—Neutralock Neutralizer assures a natural look right away! Choose from 5 types: for Normal, Dyed or Bleached, Gray-to-White, or children's hair—or the new Pin Curl Permanent.



5 types, each **\$1.50**

so neat and easy-to-use, so long-lasting—3 oz., only \$1.10. And don't forget hair in beauty care! Alluring hair color is as vital as lipstick. Cara Nome's Color Shampoo takes only minutes, yet lasts for months! Choice of 12 shades, \$1.25 each. And Cara Nome's Natural Curl Spray Hair Net (with lots of lanolin!) keeps curls under control, lustrous and picture-perfect—5 oz., just \$1.25.

## Double Your Money Back

If You Don't Agree  
CARA NOME SUNTAN  
LOTION is the Best  
You've Ever Used

This amazing lotion is the answer to your big summer problem—for it lets you tan without torture! It contains the newest development in sun screening agents—combined with special ingredients to protect your skin from burn, yet allow tanning rays to filter through, give you a golden hue!



It is a non-drying, greaseless formula that will positively not stain your bathing suit or sun clothes! Apply it before sunning to protect—and after to keep your skin soft and smooth. Try Cara Nome Suntan Lotion now—you'll find it the best protection you ever had from sun, snow or wind!

**\$1.00**

Large bottle, just

## "CHECK THESE VALUES," REXALL DRUGGISTS ADVISE

Rexall Biokets for Simple Sore Throat.

Anesthetic, antibiotic troches. 15....69¢

Rexall Glycerin Suppositories for constipation. Adult or Infant. 12.....43¢

Rexall Liquid Saccharin Drops. 2 drops are equivalent to tsp. sugar. 25-cc squeeze-bottle tucks in pocket or purse.....65¢

Rexall Mineral Oil for Sluggishness.

Odorless, tasteless, calorie-free. Pint, 69¢

Rexall Chlorophyll Mouthwash. Pt., 79¢

Rexall Klenzo Antiseptic Mouthwash. Kills germs. Cinnamon-flavored. Pint, 79¢

Rexall Aspirin Troches for Simple Sore Throat Due to Colds. Box of 18.....39¢

Stag Bay Rum Shaving Cream.....50¢

Rexall Epsom Salts for Relief of Temporary Constipation. USP purity. Lb. 41¢

Rexall Alco-Rex Rub. Pint, only....49¢

Rexall Peroxide of Hydrogen 3%. Cleansing solution for cuts. 8 oz.....29¢

Rexall Witch Hazel. 8-oz. bottle....37¢

Rexall Saccharin Tablets. ¼ gr., bottle of 100...35¢ ½ gr., bottle of 100...45¢

Rexall Multi-Vitamin V-10. Pint...\$1.98

Rexall Monacet APC for Headache. A time-tested formula of aspirin, phenacetin and caffeine—for quick and prolonged relief from the pain of ordinary headache and neuralgia, and from minor muscular aches. Bottle of 100, only.....79¢

Rexall Petrofol Mineral Oil. Pint...59¢

Rexall Sweet 'N-Eis Sprinkle sugar substitute. Non-fattening; no bitter after-taste. Big 2¼-oz. shaker bottle, only.....98¢

Rexall Plastic Quik-Bands. Flexible adhesive bandages that adhere even in water. 33, plain or mercurochrome.....39¢

Stag After-Shave Lotion. 3-oz. bottle, 60¢

Rexall pH7 Tooth Paste, with anti-enzyme factor. Neither acid or alkaline. 3¼ oz., 47¢

Rexall Hy - Da - Way Folding Syringe. Choose white or red, quality rubber, \$4.95

## YOUR REXALL DRUG STORE DURING JUNE

### Too Much Sun? REXALL GYPSY CREAM LOTION

A soothing, cooling, greaseless lotion for prompt relief of sunburn, heat rash, chafing and minor skin irritations. Easy to apply.

½-pint **69¢**

Gypsy Cream Ointment. 4-oz. tube, 69¢



### Irritated Skin? REXALL REX-EME

Medicated Cream quickly relieves itching and smarting, helps promote healing.



2 oz. **33¢**

Rex-Eme, 5½-oz. jar.....65¢

Rex-Eme, Economy 12-oz. jar.....98¢

Rex-Eme Medicated Dusting Powder, 3-oz. shaker-top can, only.....59¢

### CHECK ATHLETE'S FOOT REXALL FUNGI-REX

A greaseless ointment for treating the itching discomfort due to Athlete's Foot of the feet or hands. Relief is fast and effective. Helps stop itching, burning, prevent later re-infection.

1½-oz. tube **75¢**



### FOR MINOR BURNS REXALL REX-SALVINE

Soothing, antiseptic salve that relieves surface pain and inhibits germ growth. Excellent for minor burns, scalds, cuts, and many skin irritations.



1½-oz. tube only **57¢**

Rex-Salvine, Aerosol. Relieves pain, forms protective film. 5-oz. can...\$1.39

### HEARTBURN? BELCHING? REXALL BISMA-REX

Rexall's exclusive formula for quick, prolonged, 4-way relay relief from acid indigestion. "Relay" action of ingredients quickly neutralizes excess acidity, eases heartburn and gastric distress, and leaves a soothing coating on irritated stomach membranes for prolonged relief.



4¾ oz. **89¢**

Bisma-Rex Gel, liquid. Half-pint...\$1.19

Bisma-Rex Mates, tablets. Bot. of 75, 89¢

Bisma-Rex Tabs, roll of 12, 10¢, 3 for 25¢

### PLAY TOO HARD?

#### REXALL RUBBING ALCOHOL

Non-irritating compound for quick relief from minor muscular aches.

Full pint **69¢**



These suggested retail prices are effective through June 30th, 1955, and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Company, Los Angeles 54, California.

**Rexall**

You can depend on any drug product that bears the name Rexall



Today, smart buyers choose wisely, look first for quality. Every Yorkaire Room Conditioner has 27 quality features that assure the buyer a built-in discount.

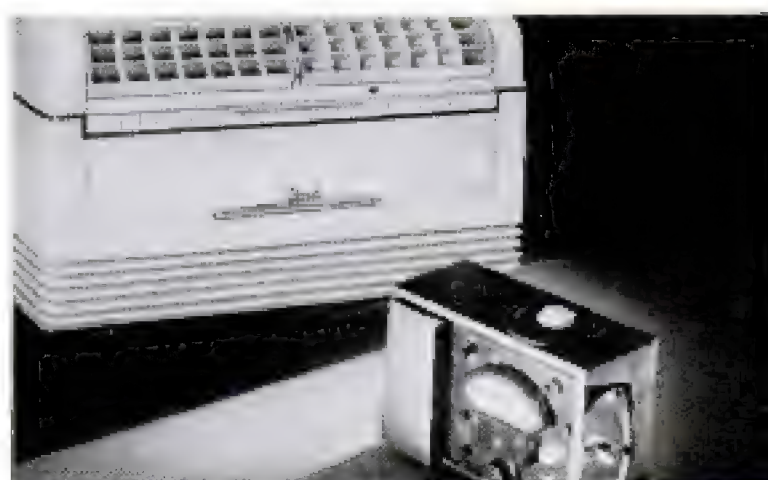


## how does the american buyer choose a room air conditioner...

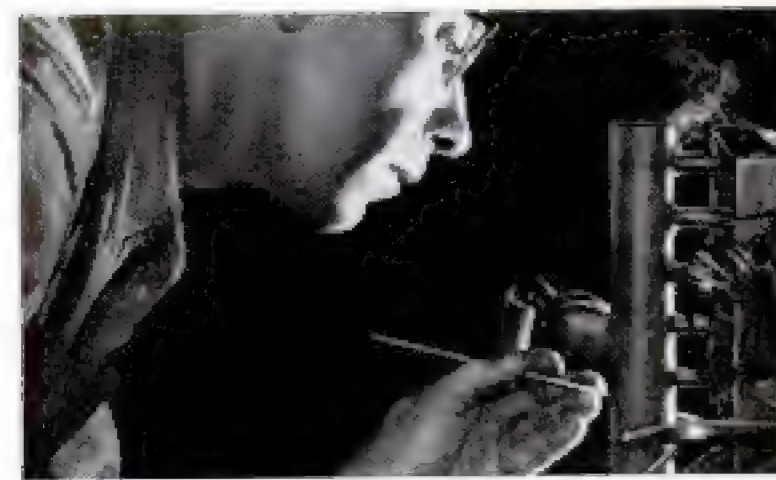
**WHEN THERE ARE SO MANY BRANDS TO CHOOSE FROM ?**



A reliable means of measure is York's Magic Heat Pump. By the twist of a dial, it converts an air-cooling appliance into an air-warmer for chilly days, without requiring fuel! A greater comfort feature at negligible cost—one yardstick of a better buy. Another is York's exclusive Modulation Control that automatically keeps you comfortable regardless of outside temperature changes. A twist of the wrist changes air flow, too. York's exclusive Rotary Grill diffuses air throughout the room *without drafts*.



Another quality guide: quietness. Sensitive decibel meters are used to measure the whisper of Yorkaire Room Conditioners, prove they surpass all standards for quiet operation. This means better sleep, real relaxation. York engineers have made them easy to operate, too. Big control knobs are clearly identified, centrally located—tamperproof to prevent mishandling by children.



"Who makes it" is another quality measure. York introduced the first practical room air conditioner. Evidence of York's engineering and craftsmanship ranges from the durable, attractive finish to the flame-sealed hermetic cooling circuit that is backed by a full 5-Year Protection Plan. Many Yorkaires are still giving comfort after more than 16 years of trouble-free service.

*The same craftsmanship goes into Yorkaire Year 'round Conditioners that cool with twin systems, heat with your choice of gas or oil. See your York Dealer. York Corporation, York, Pennsylvania.*



**YORK CORPORATION**  
*the quality name in air conditioning*

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885







# THE PRINCESS CUTS A CAPER

Like any 4-year-old youngster at a festive occasion, Princess Anne of England found it difficult to maintain decorum when she attended last month's Royal Windsor Horse Show at Home Park in Windsor. As the princess sat beside her father, an observant cameraman caught her tucking her legs up on the braces of her camp chair, straddling the arm of the

chair and finally kicking high up into the air.

Like any father, the Duke of Edinburgh at first did not notice his daughter's exuberant antics, or perhaps, like many fathers, he simply did not choose to notice them. Finally, when the princess's tomboyish whim persisted too long, the duke restored propriety by picking up Anne's blanket and firmly covering her up.



# NOW REMOVE DANDRUFF... BRIGHTEN YOUR HAIR UP TO 35% with the very first shampooing!



A SINGLE SHAMPOOING with new milder Fitch Dandruff Remover Shampoo will brighten your hair up to 35% ...remove loose dandruff and recondition hair at the same time.



FOR CLEANER SCALP, dandruff-free hair, use Fitch Dandruff Remover Shampoo. The only shampoo guaranteed to remove ugly dandruff with just one lathering or money back.

**Only FITCH guarantees  
cleaner, brighter hair...  
free of ugly dandruff!**

Think of it! Scientific "Reflectance" tests prove new milder Fitch Dandruff Remover Shampoo brightens hair up to 35%! Yes, brightens hair up to 35%—and it's guaranteed to remove every trace of dandruff too, with just one lathering or your money back!

Most amazing, new milder Fitch is so gentle, it's wonderful for baby's hair! So, if you have only used Fitch when you really wanted to get your hair clean—if you thought it was too harsh and strong to use regularly—listen! New milder Fitch is so gentle, so free of bite and sting, you can use it every single time you wash your hair!

## Reconditions too!

What's more, its remarkable reconditioning action leaves hair softer, easier to manage, inclined to wave.

Get a bottle of this new milder Fitch Dandruff Remover Shampoo. If you're not delighted with how it brightens your hair up to 35%—how it removes loose dandruff too, in just one lathering—return unused portion for full refund from manufacturer.

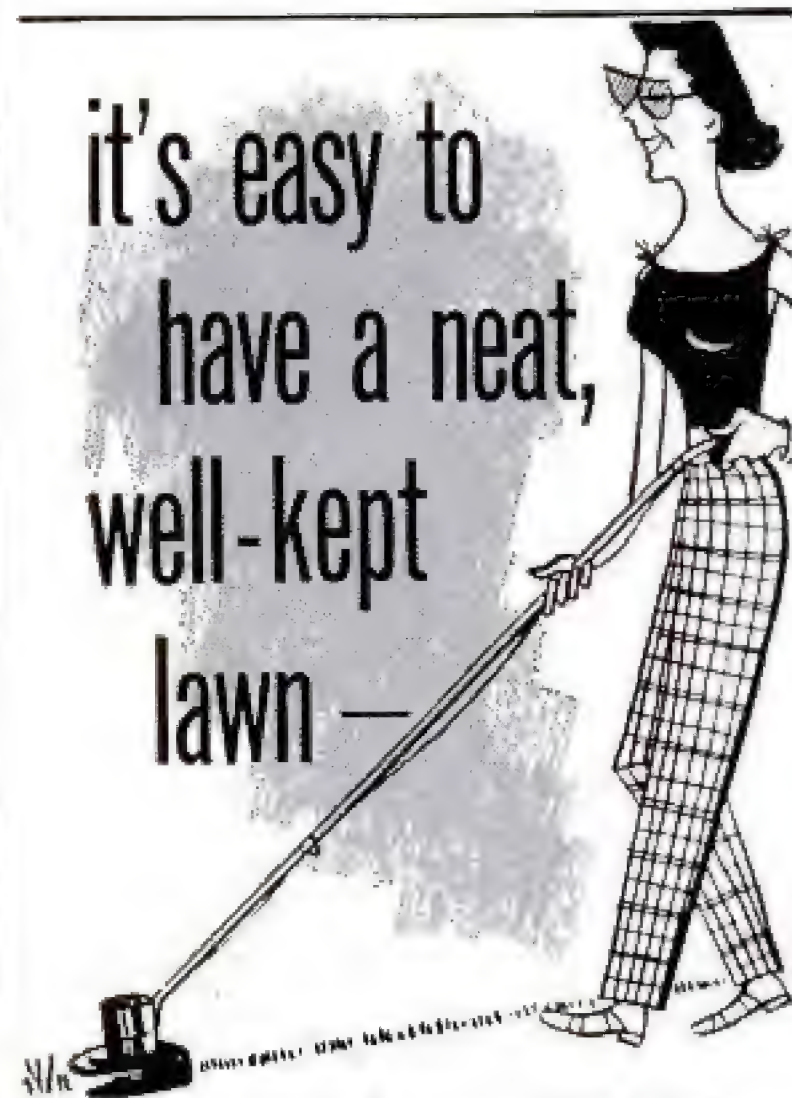
Also ask for a Fitch shampoo at any Barber or Beauty Shop.

**IMPROVE HAIR LOOKS  
or money back!**



ANNE'S BIG BROTHER, 6-year-old Charles, also distracted a royal parent at the horse show. Sitting next to Queen Elizabeth, Charles fidgeted (top), whispered intently (center), finally relaxed in a contented stretch (bottom).

it's easy to  
have a neat,  
well-kept  
lawn—



With an electrically operated Red Head Trimmer you can have neatly trimmed lawn edges around sidewalks, trees, fence rows, hedges and flower beds without stooping, bending or blistered hands. You can do in minutes what used to take hours. Even a child can operate a Red Head Trimmer because it's made of sturdy aluminum and weighs only 3 1/4 pounds. A powerful 8,000 RPM motor makes it possible to cut toughest weeds, crab grass, plantain and Bermuda grass. See it now.



only

\$19.95

Slightly higher  
in some areas.

For further details and the name of your nearest dealer write Red Head Trimmer, Dept. C-14, 302 Madison Ave., Covington, Ky.

"The Story of WILLIE BACTERIA" or  
**FREE** HOW TO TAKE CARE OF YOUR  
SEPTIC TANK or CESSPOOL  
Write to: Septic tank-cesspool clogging prevented all  
year-round, by single application of FX products.  
**FX** BACTERIAL PRODUCTS  
4A HILL ST., NEWARK 2, N. J.

## How Hospital Stopped Athlete's Foot Itch!

Amazing "hospital-tested"  
cream destroys Foot Itch fungi  
on 60-second contact... Instantly  
relieves the itching too!

Why endure that agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief... restores wonderful comfort to sore, burning skin and cracked, peeling toes.

Laboratory tests prove TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection too. Aids healing of raw, cracked toes amazingly fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on. Dries quickly to powder that clings and thus continues relief for hours.

Buy TING today. Guaranteed results. Money back if you are not satisfied. At all druggists. Only 69¢.







## It's never too soon to start a **MONEY** policy for your child's education

**... the sooner you start,  
the lower the premiums!**

Let's say you're a 30-year-old father and your child will be ready for college in 15 years. For an annual premium that averages less than 10¢ a day, a MONEY 20-Year Term policy will provide \$3,000 if you should die between now and the time your child reaches graduation age. For an average rate of less than

15¢ a day, MONEY would provide \$4,500.

Or, for a proportionately higher premium rate, you can choose a MONEY policy that will guarantee the money *whether you live or die.*

Act now to make your child's education as certain as MONEY can make it. The longer you put it off, the higher the premium rate. MONEY offices are located throughout the United States and in Canada.

**FOR MORE INFORMATION, MAIL THIS COUPON TODAY!**

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THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

**Life Insurance—Accident and Sickness—Hospitalization—  
Retirement Plans... FOR INDIVIDUALS AND EMPLOYEE GROUPS**

**MONEY TODAY MEANS MONEY TOMORROW!**

Mutual Of New York, Dept. L-65  
Broadway at 55th Street, New York 19, N. Y.

I would like FREE information about a MONEY policy to cover my needs as follows: (please check)

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| <input type="checkbox"/> Income for my Family     | <input type="checkbox"/> Insurance on my Wife or Children |
| <input type="checkbox"/> Income for my Retirement | <input type="checkbox"/> Tax-free Disability Income       |
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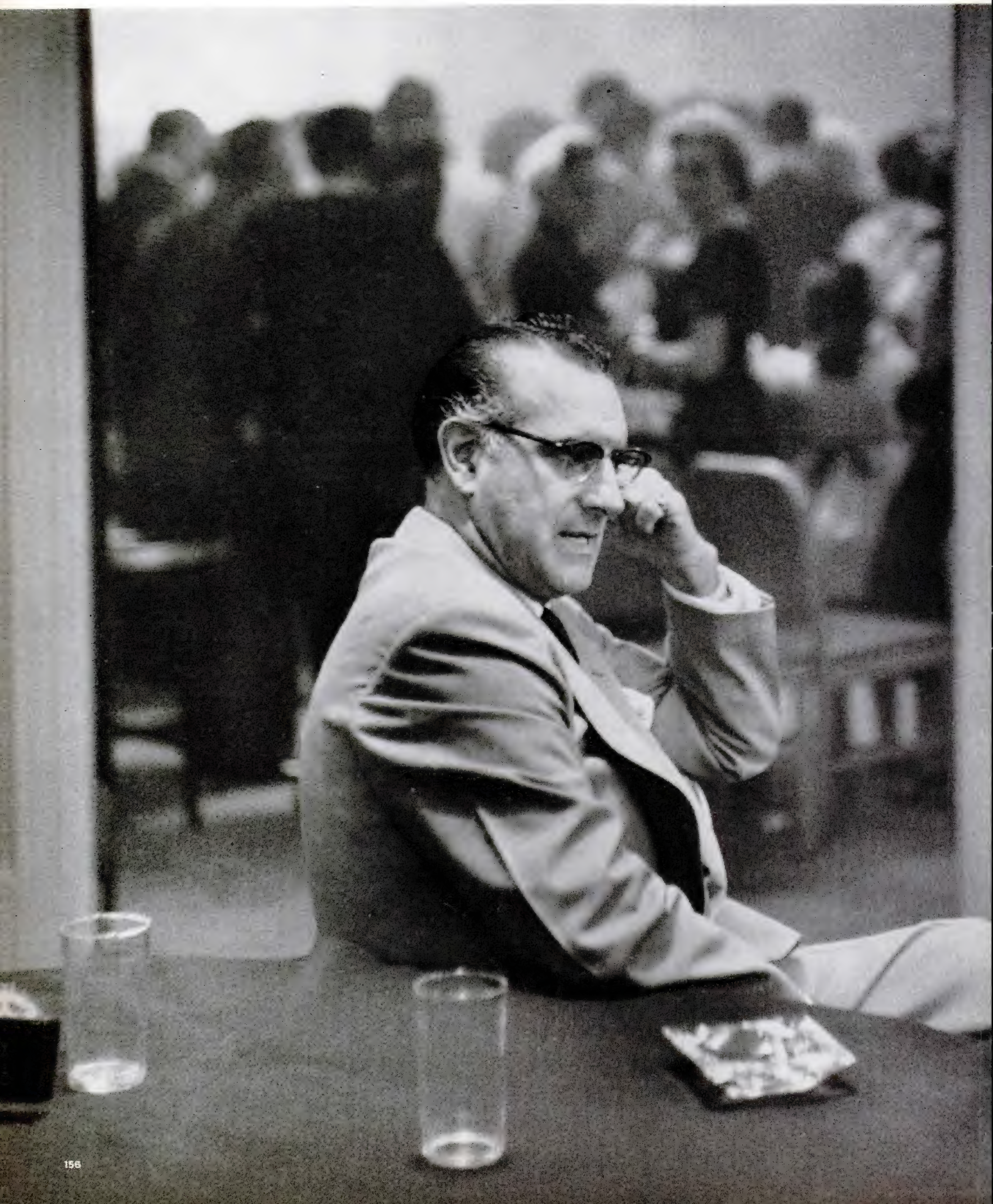
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Occupation \_\_\_\_\_ Date of Birth \_\_\_\_\_



CLOSE-UP

# NEW TERRITORY FOR





# A NEW-STYLE BOSS

**By talking good government and electing handpicked candidates, Carmine De Sapio has skyrocketed from a bankrupt Tammany Hall to the threshold of national power**

by CAMERON HAWLEY

*The skillful delineation of human motivations in the world of big business which made Cameron Hawley's Executive Suite so successful a novel is turned in this close-up to the world of big politics. Mr. Hawley spent days watching political boss Carmine De Sapio at work and interviewed dozens of his supporters and enemies before writing this personal interpretation of the "miracle man of practical politics." Next month LIFE readers will be the first to see highlights from Mr. Hawley's forthcoming novel about a "big capital-gains operator" in business, Cash McCall.*

ONE of the most revealing vantage points on the current political scene is a park bench under the big sycamore tree at the southwest corner of Washington Square in New York City. Arrive early—not later than 7:30 a.m.—and settle down with a sharp eye on the entrance of the apartment house across the street.

A taxicab pulls up. A man gets out. You catch a glimpse of a famous face. A few minutes later it is a limousine with the low-numbered license plate of a high-ranking politician from a nearby state. The morning parade is on. In the next two hours you will see at least a half-dozen newsworthy men arrive at 37 Washington Square West, plus as many more who are intriguingly anonymous. All follow the same behavior pattern: the expression of intense anticipation, the hurried walk toward the apartment house, the obvious anxiety not to miss even a few precious seconds of their appointment with the man in Apartment 16C—a man named Carmine De Sapio.

Many of these men who come to De Sapio today are men whose outer offices he could not have penetrated two years ago. Then he was a relatively obscure New York City politician. Today he holds a position of almost unmatched power and influence in the national Democratic party.

The basis of his current ranking is arithmetically simple. At the Chicago convention in 1956, nearly 100 of the 600-plus votes required to gain the Democratic nomination for President of the United States will be in the New York State delegation, most of them in Carmine De Sapio's well-tailored pocket. In November, if the Democratic nominee can win in New York State he will have 45 of the 266 electoral college votes needed for election. Politicians operating on the national level know that with only two exceptions in the last 75 years, the man who carried New York landed in the White House.

But many of the out-of-towners who come to see De Sapio these days have another interest—and often, to them, it is an even more important one. He is the miracle man of modern politics and they are looking for the secret of his magic. The miracle is the resurrection and restoration to high power of Tammany, the most thoroughly maligned political organization in American history and, until two years ago, the most thoroughly beaten down. The nation is full of worn-out old political machines, many already tossed on the scrap heap, others wheezing along in the last stages of obsolescence. The question that intrigues many of De Sapio's visitors is whether or not they can go back home and do what he has done.

With the passing of the Kelly-Hague-Crump era, the oldtime political boss has all but faded from the scene. Typically, he has been replaced by a holder of high elective office—in city politics usually the mayor—

who campaigns on an antiboss and antimachine platform but who, as soon as he is in office, proceeds to use the full power and patronage at his command to build a one-man machine that any of the old political warlords might well have envied. Carmine De Sapio is almost unique, for this day and age, in that he has become a really bigtime boss through political leadership alone and not as an elected officeholder.

He elevated himself to this high place with two linked accomplishments: major responsibility for the election of Robert F. Wagner Jr. as mayor of New York in 1953 and, a year later, the election of Averell Harriman as governor of the state. These are usually accepted as the second and third most important elective posts in the U.S.

It has been more than a quarter of a century since Tammany has won the double victory of getting its own men in both Albany and City Hall. In the interim it had fallen to such a low estate that it had been practically written off as a closed chapter in political history. In a skyrocket rise Carmine De Sapio has brought it back to a height that matches its past peaks of achievement—and in the course of doing so has made himself more powerful than any boss Tammany has ever had. How? What really happened? Does this represent something new and significant? Or is it, as De Sapio's detractors claim, nothing more than a fantastic combination of luck and coincidental circumstances?

## Not everything is for the public eye

WE will not find the answer in Washington Square. From that park bench vantage point, he seems suspiciously like a carbon copy of the oldtime political boss, hatching nefarious schemes behind the closed door of a secret hideaway, pulling the hidden strings that operate his puppets. It is quite true that all that happens in Apartment 16C is not for the public eye and ear, but that, most definitely, is not the essence of our man.

We learn more when we meet De Sapio himself and, with anything like a reasonable justification, that is not too difficult. In the first of many sharp contrasts with the old bosses, he is readily accessible to the press.

His wife Theresa, attractive and gracious, acting as his early morning hostess and appointment secretary, admits us to the modest four-room apartment. Through the open kitchen door we catch a glimpse of their daughter Geraldine fixing herself a quick breakfast snack. The living room is a bit overcrowded with furniture and pictures—Grand Rapids with Italo-American overtones—pleasantly homelike, solidly middle class, reverently Roman Catholic.

Carmine De Sapio enters. His dark glasses are as much a trademark—and a caricaturist's handhold—as the brown derby of Al Smith or the jauntily angled cigaret holder of Franklin D. Roosevelt. But they are no celebrity's affectation. He suffers from chronic iritis. Apologizing for still being in his pajamas and dressing robe, he explains that the morning's pressure has been so great that he has not had time to dress, an excuse sustained by what we have seen from the park bench.

Your first impression marks him as a strikingly handsome man, more so than photographs lead you to expect. He is a broad-shouldered six-footer, hard-muscled and paunchless, almost aristocratic in bearing.



**OLD-STYLE BOSSES** noted for highhanded regimes include (top) Tweed of New York, who gave Tammany crookedest years, Crump of Memphis; (bottom) Hague of Jersey City, Ed Kelly of Chicago.

**CLIMB TO POWER** begins for De Sapio on the afternoon that he hears Robert Wagner, his candidate for mayor of New York, launch his campaign in next room.

CONTINUED ON NEXT PAGE

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Why buy a  
diamond ring that  
looks like this



When the same  
size diamond can  
look like this



# Beauti-glo-

SETTING

**MAKES CENTER DIAMOND LOOK  
90% LARGER!  
87% MORE BRILLIANT!**

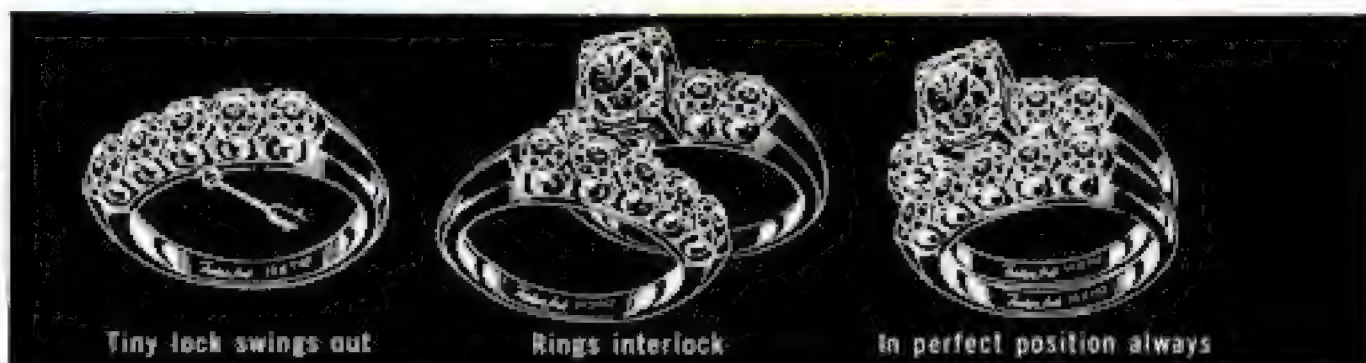


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Rings enlarged to show detail



KITCHEN CONFERENCE with John Hand takes place early with De Sapio still in robe. Much of his business is conducted before he leaves for his office.

### DE SAPIO CONTINUED

But his manner is easy, eliminating any need for the verbal fencing of a getting-acquainted preliminary. He wastes no words on pointless pleasantries, a surprise after all the stories you have heard about his reputed ability to charm everyone he meets. There is no discernible attempt to make any personal impression other than that of a sincerely earnest man—which is, of course, precisely the impression he most wants to make.

Answers to your questions are snapped back without hesitation, sometimes with a pat phrase too obviously lifted from his speeches, but rarely with the dissembling ambiguity so highly prized in political circles. He is amazingly perceptive, picking up every hint and innuendo in your voice. He talks well and forcibly, his speech faintly but recognizably flavored with the accent of the New York streets, now and then with an eighth-note's hesitation that betrays the largely self-taught man's caution about grammar or the precisely correct use of a multisyllabic word.

His poise is almost unshakable, even when you whip out a brashly impertinent accusation. Instead of stiffening or flashing back, his voice softens and he asks politely, "May I give you my position so that you can consider both sides before you make up your own mind?" He is at his best when he is under fire. No skill that he possesses is greater than his ability to disarm his critics in a face-to-face combat. Many of his most ardent followers have been won in that fashion.

No one would classify Carmine De Sapio in the egghead faction of the Democratic party. He has little taste for intellectual speculation. When you ask him a question about policy or principle, he almost invariably replies in terms of some pertinent case. His mental processes follow the dictates of instinct and experience, not a pattern prescribed by rules and principles. In that regard he is not unlike many a successful businessman who would find himself totally lost in a graduate seminar on economics, but whose day by day actions are the raw materials from which the academicians compound their theories.

Personally, I found De Sapio a refreshing change from the commonly encountered party leader who cringes if you call him a "politician" and goes into a state threatening apoplexy if you dare to suggest that he is a "boss" and his organization a "machine." Carmine De Sapio sees no reason why the practice of politics should not be regarded as an important profession and deserving of as much respect as the elected officials whom the politicians place in office.

Being much more a man of deeds than words, Carmine De Sapio reveals himself most clearly when you observe him in action, an

CONTINUED ON PAGE 161





When a "shower" is predicted... serve

# Bridesmaid's Bouquet salad

made with Ann Page  
Mayonnaise or Salad Dressing

**party-wise**, these pert, eye-filling salads are grand-tasting... perfectly accented by the hint of tartness of Ann Page Salad Dressing, or the subtle, delicate seasoning of Ann Page Mayonnaise... perfect blending for a happy ending!

**penny-wise**, these two salad-snack-and-sandwich stars are always in season. Like all Ann Page foods, they're made in A&P's own modern Ann Page kitchens, sold only at A&P. You share the savings in needless in-between costs, so it pays to choose Ann Page Foods for quality and value!

## Bridesmaid's Bouquet salad

1 pkg. Ann Page Strawberry Gelatin	3/4 c. sliced strawberries, drained
2 tbsps. lemon juice	1/4 tsp. ginger
1/2 c. Ann Page Mayonnaise or Salad Dressing	1/4 c. shredded coconut
1/2 c. sliced peaches, drained	2 tbsps. chopped nut meats

Prepare gelatin, adding lemon juice. Measure 1 cup into a bowl and allow to chill until partially set. Keep remaining gelatin at room temperature. When chilled gelatin is partially set add Mayonnaise or Salad Dressing and blend with rotary beater. Pour into individual molds and chill. Chill remaining gelatin until partially set; whip with rotary beater and fold in remaining ingredients. Spoon over gelatin mixture already in molds, chill until firm. Unmold on crisp greens and garnish with whole strawberries. Serve with additional Ann Page Mayonnaise or Salad Dressing. Makes 6 portions.



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Unretouched photograph of Plymouth Belvedere Sport Coupe, 6 or V-8

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WITH HIS WIFE Theresa, De Sapio goes over his heavy schedule of appointments. She helps set up the schedule, screens his many phone calls.

## DE SAPIO CONTINUED

assignment that calls for long hours and considerable stamina. These two hours of rapid-fire appointments have been only a warm-up for his 18-hour day.

Midforenoon, impeccably but conservatively dressed, he leaves Washington Square for 331 Madison Avenue and the suite of offices that are the headquarters of the Democratic Committee of the County of New York—for which "Tammany Hall" is the common nickname—or for another of his five operating headquarters, an office in the Hotel Biltmore suite occupied by the Democratic State Committee. Wherever he goes, the grapevine has spread the word and there are people waiting to see him. Every corridor is a gauntlet to be run.

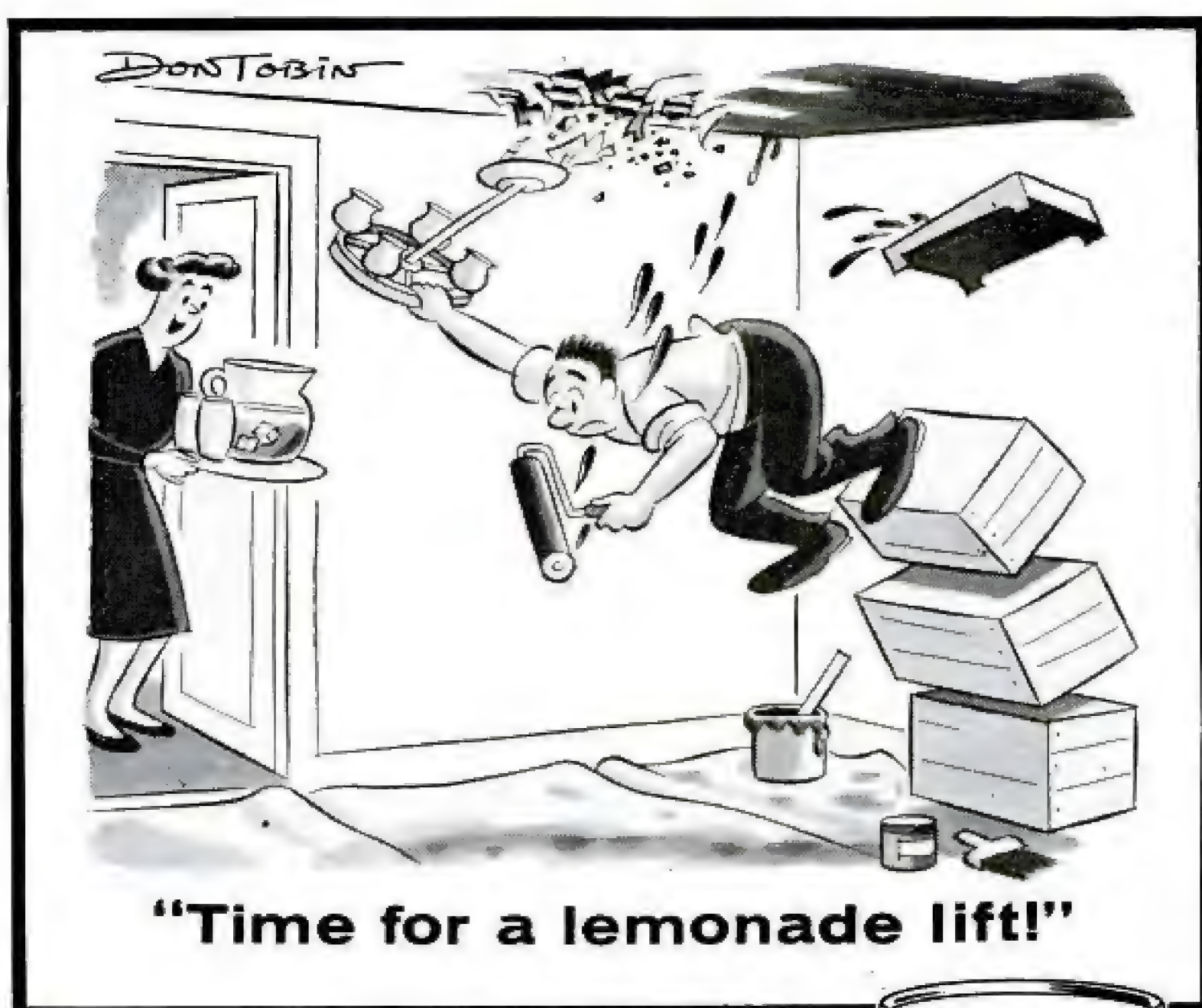
No assemblage of factual evidence could possibly offer as telling evidence of Carmine De Sapio's enormous power as the faces of those men who wait, often for hours, for the chance to see him and to be seen by him. In those faces you read hope, fear, anxiety, greed, the lust for power and position, the hunger for all the rewards and favors that can be bestowed by the man who is not only the boss of Tammany Hall but also the Democratic leader of all New York City and, additionally, the unofficial but openly acknowledged head of the political party that governs the state.

Waiting in the anteroom as we waited earlier on the park bench, it is again easy to fit Carmine De Sapio into the traditional role of the oldtime political boss as, one after another, we see his henchmen hurry in for their appointed minutes in the great man's presence.

Then, suddenly, Carmine De Sapio breaks out of the pattern. The closed door opens and he is off to make a speech before some big civic luncheon, the first of a dozen or more public appearances that he crams into the almost incredibly congested schedule of a typical working day. There is usually at least one radio or television appearance, more meetings in the afternoon, almost certainly a big public dinner that will give him a chance to talk to the membership of some large organization, then on to one or more evening social affairs. On one recent night he made five personal appearances after dinner, ending at 1:15 a.m. when he was overheard telling an anxious aide that if anyone wanted to see him he'd be at Grand Central Station before 7 a.m., taking the early train to Albany.

This goes on day after day, week after week, right through a vacationless year, a punishing schedule made all the more arduous because the two things that most painfully torture his eyes are bright lights and smoke-filled rooms, both inescapable in this kind of life. But he drives ahead, certain that only by meeting the public face to face can he gain acceptance for the sincerity of his

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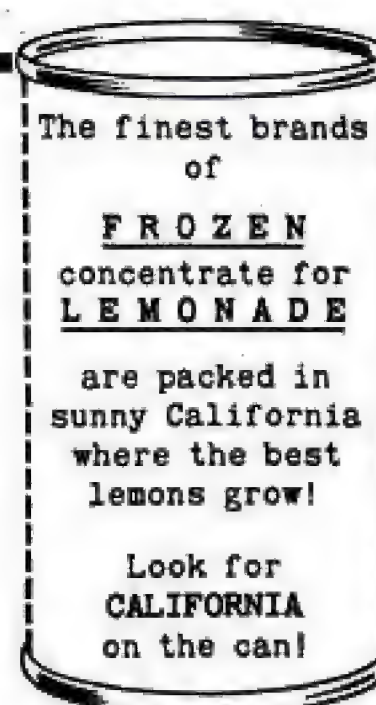
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## DE SAPIO CONTINUED

effort to build Tammany into an organization that is honestly advocating good and efficient government.

The prototype machine boss was usually a shadowy figure lurking in the background, rarely making a public appearance unless it was unavoidable. De Sapia follows precisely the opposite course, grasping at every opportunity to talk to any group that will listen to him. The essence of the De Sapia story is that the citizenry can get better government only by exercising its rightful control over the party organization that puts the candidates' names on the ballot. He exhorts his audiences to take at least enough interest in preprimary politics to make certain that they are represented on the Tammany executive committee by the right type of district leaders. Then, he says, the voters will have a chance to elect officials who will provide the kind of government a majority of the people want.

In the beginning these De Sapia speeches did not bother the old Tammanyites too much. They sounded pleasantly high-minded and, as the oldtimers well knew, the public was safely handcuffed against unseemly interference. District leaders were not directly elected by the enrolled party members but were appointed by a slate of committeemen placed on the ballot by the inner clique at the Hall. A devious and impenetrably complicated election procedure made it next to impossible for an opposition slate to appear, let alone win.

But to the horror of the hard-bitten, Carmine De Sapia pressed an enabling act through the state legislature and followed this up a little over a week ago by having the Tammany executive committee decree that, henceforth, all Manhattan district leaders will be directly elected with their own names appearing on the ballots. Also the way was cleared for opposition candidates to stand for election more easily.

### Power through good government

THOSE changes represent a substantial political reform, but no one should be deluded by that truth into imagining that Carmine De Sapia is a "reformer." He is not. First, last and always, he is a practical politician. His unvarying objective is to win elections and keep his organization and himself in power. No matter how much the public may benefit as a result of the De Sapia program—and the possibilities are substantial—his personal objective is simply a more certain way to win elections. The substance of his whole approach can be summed up in his constantly repeated catch-phrase, "good government is good politics."

To oldtimers who question his tactics, De Sapia says, "You're living in the past if you think you can still force the public to swallow any candidate you nominate. This is a new day and we need a new formula. We have to offer the public what it wants—a slate of reputable officials who will give them good government—and after they're in office we'll follow through to see that the people get what we promised them."

When skeptics cannot quite believe that such a patently high-minded approach can be made compatible with a continuously powerful political machine, De Sapia asks disarmingly, "Do you ever hear of a party organization losing power because it won an election—and how can we lose if we give the public what it wants?"

De Sapia's ideas might well be regarded within Tammany Hall as the dreams of an impractical idealist were it not for the denying evidence of his background and experience. The general attitude of the old hands was fairly well expressed by a Third Avenue saloonkeeper who said, "The reason you can't help but respect Carmine is that you know he's no do-gooder. He's been in Tammany since he was in short pants and believe me, brother, he didn't get drug through that mess without getting himself educated in the facts of life."

Undeniably, Carmine De Sapia is well educated in practical politics. His schooling started when he was still in knickerbockers, hanging around a Tammany club that was the civic and social center of the lower Manhattan neighborhood where the De Sapias lived. But young Carmine was no dead-end kid from the streets of New York. His father was a moderately prosperous businessman and sent his son to Fordham Prep and then on to St. John's College of Fordham University. The boy's goal was the law, a profession dictated by his early fascination with politics. Soon after the end of his first year, however, he had rheumatic fever. One of the side effects was his eye affliction. Continuing his law studies was made almost impossible, but there was still politics. He turned all his earnest energy in that direction and went to work for Sheriff Daniel E. Finn III, the local Tammany leader.

Within two years the Tammany that had so intriguingly attracted

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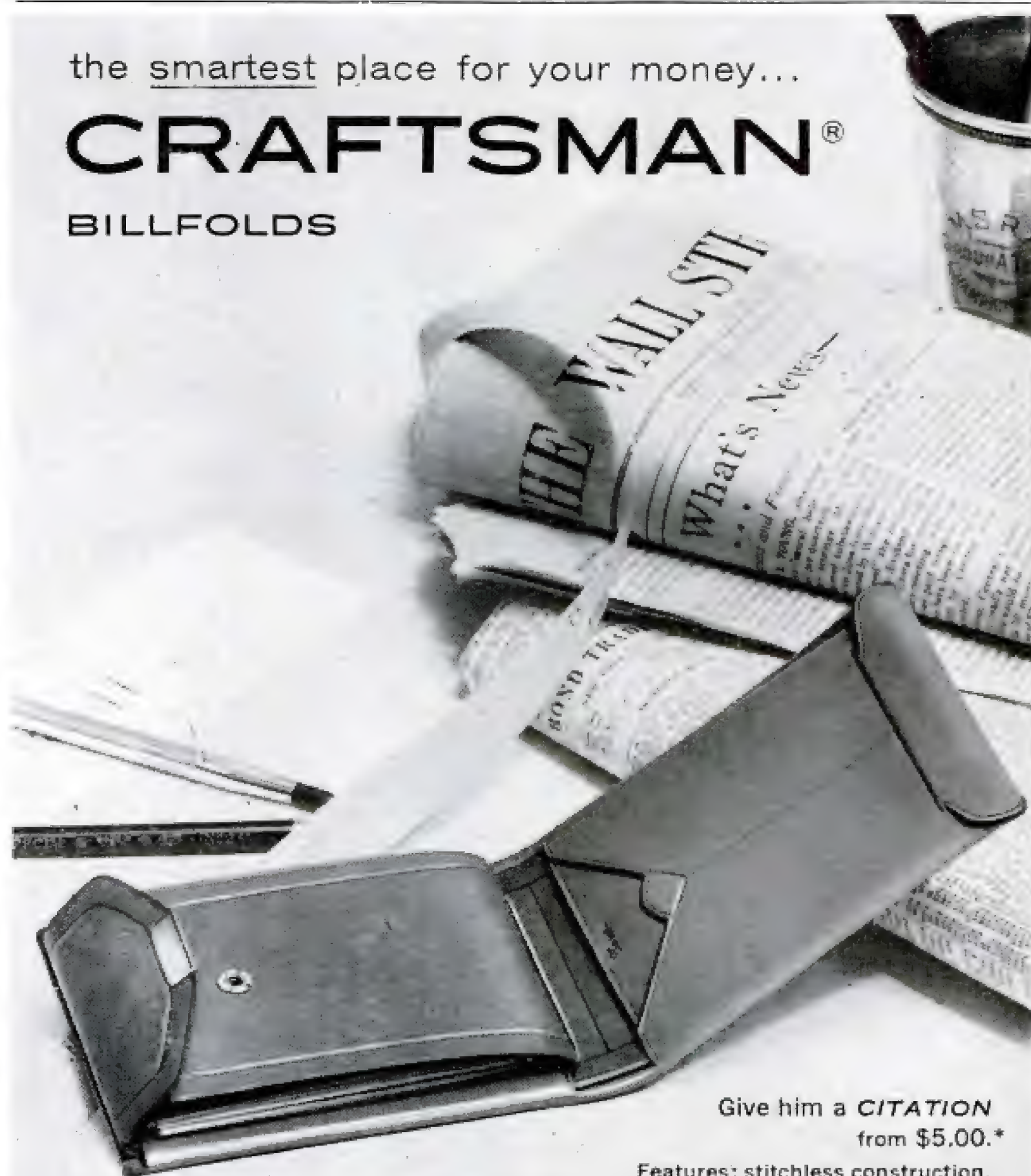


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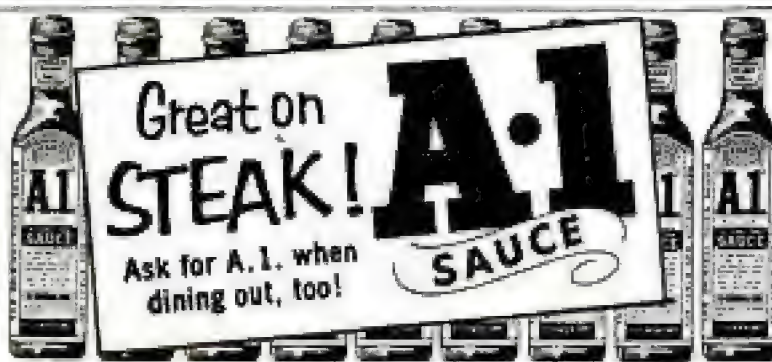
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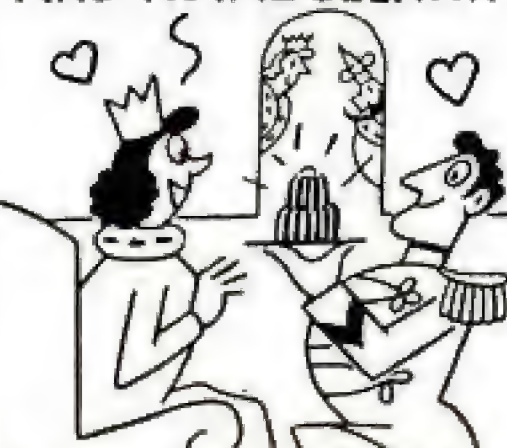
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O. SOGLOW



**TAMMANY TEAM** of 1933 includes Dan Finn (back row, far left), who gave De Sapia a start, then broke with him when he ran for district leader. Al Smith (first row, second from right) gave Tammany respectability.

## DE SAPIO CONTINUED

young De Sapia was struck the foundering blow of the Seabury investigation. Judge Seabury uncovered graft, corruption and malfeasance in the city administration. Catastrophe followed disgrace. Fiorello LaGuardia was elected as a reform mayor and shut off the flow of City Hall patronage that had been Tammany's lifeblood. Even more fundamentally destructive was the New Deal program of relief agencies, social security, unemployment compensation and similar activities, all of which combined to eliminate Tammany's historic function as a welfare organization doling out aid in return for votes. This would not have been such a damaging blow if Tammany had not cut itself off from the multimillion-dollar flood of federal money by having suicidally opposed both Franklin D. Roosevelt for President and Herbert Lehman for governor. Thus Roosevelt and Lehman were both given the chance—which they accepted with alacrity—to disavow any association with the thoroughly discredited Tammany Hall gang. In effect, the organization was read out of the party.

It is difficult to explain why Carmine De Sapia did not desert the all but sunken ship. The fact that he did not reflects a stubborn patience that is an important part of his character. For his first 10 years in politics, he grubbed along at the clubhouse level, getting nowhere. But as he watched the progressive deterioration of Tammany, he learned one lesson well: the terrible price that a political organization must pay for allowing the intrusion of corruption. That experience is basic to one of his strongest convictions: Tammany must be kept free from graft. The fact that this is less the judgment of a moralist than a practical politician in no way detracts from his grimly earnest efforts to permit nothing to happen that will destroy public confidence in the new Tammany.

In 1939 Carmine De Sapia finally emerged in a role that is highly significant in any study of his character: he became an open insurgent against the entrenched power of old Tammany. Opposing Dan Finn, the leader whose "heeler" he had been ever since his entry into politics, he ran for district leader and a seat on Tammany's executive committee. The election demonstrated his capacity for friendmaking. He won. Then the blow fell. He was refused his seat and branded with Tammany's most polite but bitterly effective opprobrium—he was "unacceptable." An old-timer, after a triple assurance that I would carry the secret of his name to my grave, finally added the explanation, "The boys said he was nothing but a Wop who was getting too big for his britches and it was about time we taught him a lesson."

If De Sapia needed the lesson—which is doubtful—that the Italians were then regarded as inferior citizens by the Hibernian hierarchy of the old Tammany, he learned it well. Fair political representation for the so-called "minority groups" is a cornerstone of the organization that he is attempting to build. It is not an easy task. There is no knottier problem in New York politics

CONTINUED ON PAGE 166



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see the shining difference!  
Try the 29¢ size—or get  
an average three months  
supply 89¢.



**Halo—**  
*glorifies dry, oily or normal hair*



**WITH HIS MENTOR** Ed Flynn, Bronx leader (facing camera, right), De Sapia (left) meets with bosses in 1950 to pick a successor to Mayor O'Dwyer.

### DE SAPIO CONTINUED

than the political integration of the ever-growing Negro and Puerto Rican population.

But it was more than the Irish solidarity of the old Tammany that blocked the intrusion of the Italian Carmine De Sapia. He was an insurgent and that was not to be tolerated. Somehow he managed to run again for district leader in 1941, was again elected and was again refused his seat. Still he persisted. Finally, in 1943, he succeeded in getting on the executive committee. But it seemed the hollowest of hollow victories. A decade of LaGuardia had dried up even the trickle of court patronage that came from Tammany-appointed judges. Furthermore, LaGuardia's administration, probably the best in the city's history, offered few if any possibilities for a political overthrow.

LaGuardia eventually eliminated himself by retiring, and a mayor with a Democratic label, William O'Dwyer, finally regained City Hall. The Tammany-O'Dwyer relationship was a strange one. At the same time that the mayor was denouncing Tammany, which he did upon occasion with considerable vehemence, he was trying to take over control of the organization for himself, working through an inside clique of district leaders and attempting to starve out all others by withholding city patronage. O'Dwyer was plainly out to build his own personal machine. The principal stumbling block was a group on the executive committee that stubbornly resisted all the mayor's blandishments and threats. Its leader was Carmine De Sapia.

Although De Sapia could not muster enough support to gain control, he did manage to secure a post as Commissioner of Elections. The \$12,000 annual salary was a plum by political standards but De Sapia, had he been willing to desert the political arena, could have made double or triple that amount in business. The president of a men's-wear concern that once tried to hire him says that he would have made one of "the greatest general sales managers in industry . . . if he'd had sense enough to get out of politics." It is a believable judgment.

Finally, on July 20, 1949, Carmine De Sapia was elected leader of the Democratic organization of New York County. He was only 41, the youngest boss in Tammany's history, but he had already had more than 20 years of intense political training.

How De Sapia managed to rise to the leadership over his inner chamber opposition is the subject of conflicting stories. The one that makes the most sense, particularly in view of the way that it fits into the developing pattern that was later to propel him upward with such seemingly explosive suddenness, is that Ed Flynn's cagy old hands were pulling the strings. As boss of the Bronx, Flynn was theoretically out of his territory in Manhattan but he was a Democratic national committeeman with power that spread over New York City and beyond. De Sapia says that he had no close relationship with Flynn until after he became the leader of Tammany, but several witnesses testify that Flynn's eye had been caught by the energetic De Sapia and, according to those same sources, Flynn's sharp fox nose had already picked up a City Hall odor that he did not like, a stench that the public was not to smell until the Kefauver investigation came along.

Timing is the essence of politics and Ed Flynn was a master politician. When the time was ripe, he moved Washington-ward for a little chat with Harry S. Truman. William O'Dwyer was

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**LOW POINT OF CAREER** came in 1950 when De Sapio backed Pecora (standing) for mayor. He was beaten by maverick Democrat Impellitteri.

### DE SAPIO CONTINUED

named ambassador to Mexico. The timing was calculatedly perfect, forcing a special mayoralty election that Flynn thought would draw out the New York City Democratic vote by which he hoped to elect one of his long-time lieutenants, Walter A. Lynch, as governor. O'Dwyer's resignation came on Sept. 2, after the August primaries and with so little time remaining before the Sept. 9 deadline on party nominations that no one could upset Flynn's carefully laid plan to give the Democratic mayoralty nomination to Judge Ferdinand Pecora. It was a beautiful example of backroom tactics. There was only one flaw—it failed. Vincent Impellitteri bolted the Democratic party, ran as an independent candidate for mayor and scored a smashing victory. De Sapio, as Flynn's collaborator, bore the brunt of the defeat.

"That next morning, De Sapio was nothing—and I mean *nothing*!" one first-hand observer recalls. "The Hall was full of guys who were after his scalp."

And how Carmine De Sapio remained unscalped can well be the subject of amazement. Not only were Tammany tomahawks flying but the election was no more than over before he was called before a grand jury investigating charges that Tammany was linked to the underworld. A few months later Frank Costello was testifying that many Tammany district leaders were his friends. The damning list included the name of Carmine De Sapio. He fought back, grimly maintaining that "no decision of mine has ever been, or ever will be, influenced by the underworld."

The attack from without was matched from within. A pro-Impellitteri faction grew up inside Tammany and De Sapio's margin of control shrank to the point where only one or two votes kept him from being ousted.

Somehow, he hung on until the early summer of 1953. Then he made a move that hindsight proves to be the spark that touched off his rocketing ascent in the last two years. He had 41,000 postcards sent to registered Democrats asking the single question, "Do you want Impellitteri as your candidate for mayor?" The result of the straw vote was announced as four-to-one in the negative. De Sapio then called for a united Democratic party, a plea well made in view of Eisenhower's overwhelming New York State victory.

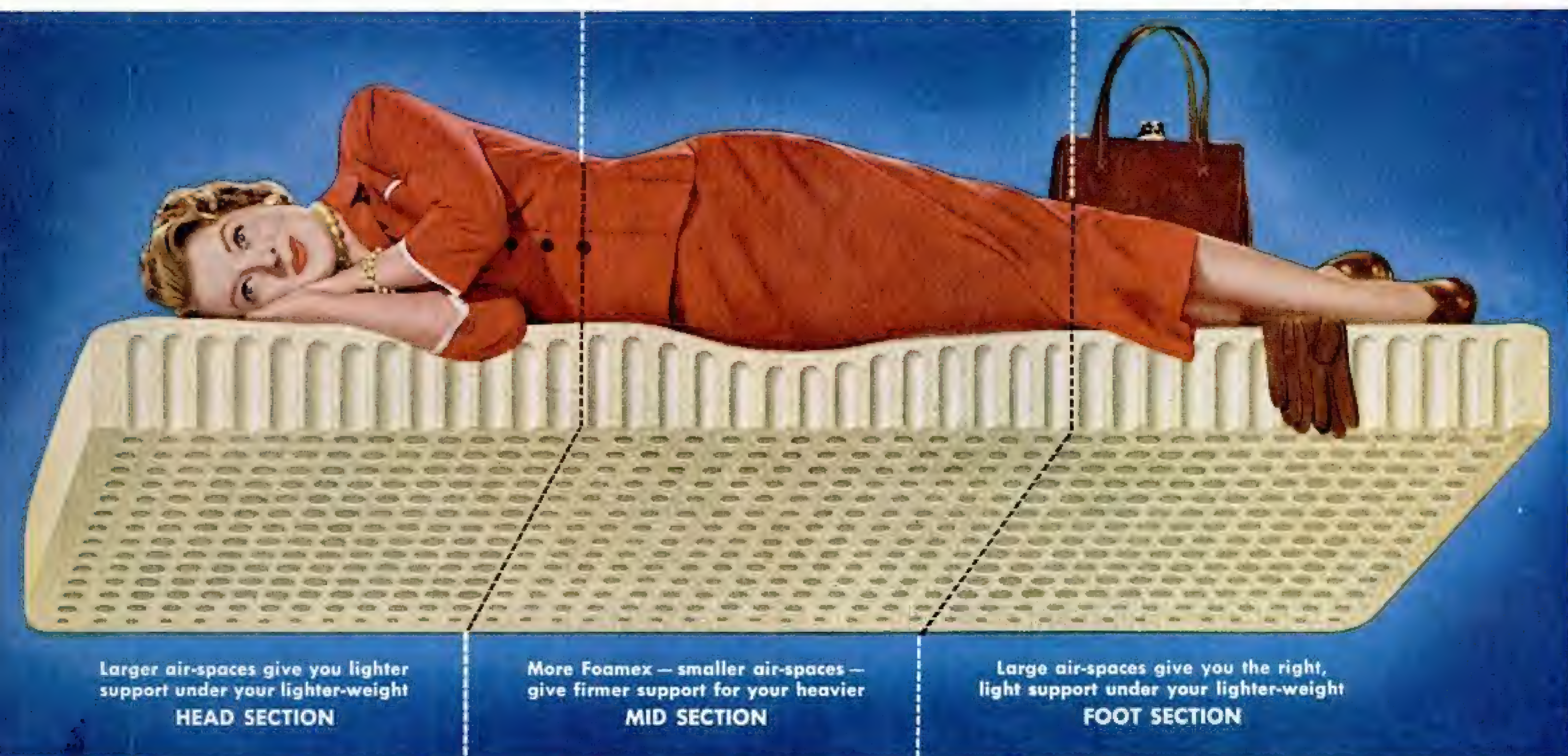
### Pulling the rug by postcard poll

**POLITICIANS** rarely unite behind a candidate who looks like a loser and De Sapio's postcard poll had pulled the rug out from under Impellitteri. Robert F. Wagner Jr., son of the famous New Deal senator, was nominated for mayor. The first move in his behalf was made, significantly, by De Sapio's close friend and

CONTINUED ON PAGE 171



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Feel the extra firm borders. And there's nothing in Foamex to sag, or break down...ever. Mattresses of Form-Fitted Foamex are priced to fit every budget. Standard, \$59.75; DeLuxe, \$69.75; Supreme, \$79.75; Imperial, \$89.75. Matching box springs available.

Make the "Rest Test" in the bedding department of your favorite store.

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# SHERWIN-WILLIAMS HOUSE PAINT







**RUNNING CRUCIAL CAMPAIGN**, De Sapo sits behind Wagner (*in jacket*), candidate for mayor of New York, as they plan with party bosses.

## DE SAPIO CONTINUED

mentor, Ed Flynn of the Bronx. The leaders of the other three New York City boroughs were opposed.

In a dramatically sudden turn of fate, Ed Flynn died in August. When November came around and Wagner was elected, Carmine De Sapo, as the only borough leader who had originally supported Wagner, became the almost automatic heir of Flynn's mantle and power. Three months later his standing was clinched when he was made Democratic national committeeman. It was a catapulting lift. Even in the palmy days of Al Smith, no Tammany man had ever risen to that lofty post in the national Democracy.

More had been won than the mayoralty election. De Sapo had carried the fight against the Tammany leaders who had defected to Impellitteri right into their own districts and most of them were replaced on the executive committee by pro-De Sapo men. Less directly but with almost equal effectiveness, he moved beyond Manhattan and extended his sway over the leadership of the other boroughs that make up New York City. In the few short months before the gubernatorial race got underway, he maneuvered himself into a position of enormous power, far greater than many supposedly close observers realized.

The most eagerly eligible candidate for the gubernatorial nomination was Franklin D. Roosevelt Jr. who staged a vigorous pre-convention campaign, particularly in upstate New York where sentiment against Tammany and metropolitan domination is always easy to arouse. But there was another candidate—Averell Harriman—whose long record of widely respected service in Washington and abroad fitted the De Sapo specification for a candidate. Furthermore, Harriman's fulsome support in the Wagner victory that had elevated De Sapo to power represented a debt that no politician could be expected to ignore.

De Sapo maintained a position of outward neutrality, characteristically withholding his decision until the last minute. Then he declared for Harriman and the nomination was in the bag. Roosevelt supporters claimed that they had been sold out for the money that the wealthy Harriman and his rich friends could pour into the campaign coffers. De Sapo explained that his only interest was giving the people what they wanted. The election returns made his position unassailable. Harriman won, and Roosevelt went down to defeat as a candidate for attorney general.

Narrow as was the margin of Harriman's victory—a plurality of only 11,125 votes in a total of more than five million—De Sapo was in power and, now that he is on top, even his bitterest opponents admit that he will be extremely difficult to dislodge. Selfish hopes are largely based on the belief that he is headed for the national scene, possibly as postmaster general, if and when a Democrat gets back in the White House. Such speculation is supported by the fact that Averell Harriman, even before he took office, appointed De Sapo as his secretary of state, the same position that Ed Flynn held while functioning as political adviser to Franklin D. Roosevelt in the years that led to the presidency. (The secretary of state issues licenses, incorporation certificates, supervises elections, etc. De Sapo's duties as secretary are nominal and rarely

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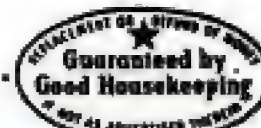
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## **DE SAPIO CONTINUED**

require his presence in Albany.) Ever since, Carmine De Sapia has been acting more and more like a campaign manager, the tempo of his spadework picking up noticeably of late.

If Adlai E. Stevenson should decide not to run, Harriman will be a potent contender, all the more so with the cannily powerful Tammany boss working behind the scenes. Even if Stevenson makes himself available and claims the pledged support of Harriman, Carmine De Sapia will not be out in the cold. Two weeks ago, arriving home from his African tour, Stevenson was confronted by a reporter's question about De Sapia's rise to power in the party. Stevenson lost no time in avowing, "If it were my ambition to seek the Democratic presidential nomination, I would welcome the support of Carmine De Sapia and Tammany Hall."

But what will happen to the new concept of Tammany if Carmine De Sapia, giving more and more time and attention to national politics, relaxes his highly personal leadership of the New York City organization? That question is being seriously asked by some of his most ardent supporters who, praising the good start that has been made, are concerned about its being carried on. There is ground for both the praise and the concern.

The first year of Mayor Wagner's administration has earned widespread approval, well reflected in a New York Times editorial which led off, "During the 1953 campaign and after his election we expressed skepticism as to Robert F. Wagner's competence to be mayor of New York. . . . We take pleasure here and now in saying that we think he has done well in his first year, so well in fact that if the promising start continues, much of the lost public confidence in this city's government will have been regained."

There is no discoverable evidence of the kind of heavy-handed pork-barreling that the skeptics anticipated. Obviously, men have been appointed to jobs for which their only qualification is political service, but there are many offsetting examples, particularly in key planning and administrative posts, where men have been appointed or retained purely upon the basis of their ability.

As a practical politician, De Sapia does not fight the patronage system. He knows that men will not sweat out the years of grubbing toil that a functioning political organization demands if there is no more material reward in sight than a fulfilled sense of public service. The Tammany payroll must be met with jobs and favors. There is no other way. But at the same time De Sapia gives substantial evidence of being a guardian against the garnering of illegitimate spoils, particularly anything that might crop up later to tarbrush Tammany with a racketeering or underworld association.

### **'The right to hold up my head'**

**W**ITHIN Tammany Hall itself the effect that De Sapia has had on the morale of the workers in his ranks is nothing less than remarkable. One of my most impressive interviews was with a long-time Tammanyite whose response to my first dozen questions was unrewardingly taciturn. Finally I asked, "What have you yourself gotten out of De Sapia's regime?" He looked away and, seeing an emotional tremor run along his jaw, I thought he had been insulted by my lightly veiled suggestion that he had been the recipient of a patronage pay-off. Suddenly he turned to me and said in an emotion-choked voice, "I'll tell you what Carmine has given me—the right to hold up my head and look any man in the eye when I tell him that I'm a Tammany politician! If you'd lived through the last 25 years, you'd know what that means." And then, as an afterthought, came that persistent question, "But I wonder what will happen if he goes off and leaves us on our own again?"

Today there is substantial unity within Tammany and a minimum of factional bickering, a sharp contrast with big city organizations all over the country where warring ward bosses create constant turmoil. De Sapia has circumvented that danger by taking his case directly to the public, the end point of his endless speech-making and personal appearances. In a comfortable majority of Manhattan election districts he has built up a personal following so great that he can virtually name his own district leaders. He has even been able to consolidate election districts and thereby eliminate some leader posts. There are accusations that this tricky maneuvering is no better than the tactics by which he himself was kept out of his seat at the Hall during his early career. Supporters justify some of the moves by explaining that it was the only way that Tammany could be cleaned up, that there was no other way that certain leaders with unsavory reputations could be unseated. A man-by-man comparison of the pre-De Sapia executive committee with the current roster can hardly help but lead to the conclusion that the average character level has been substantially raised. There is also support, however, for the complaints of De Sapia

CONTINUED ON PAGE 174



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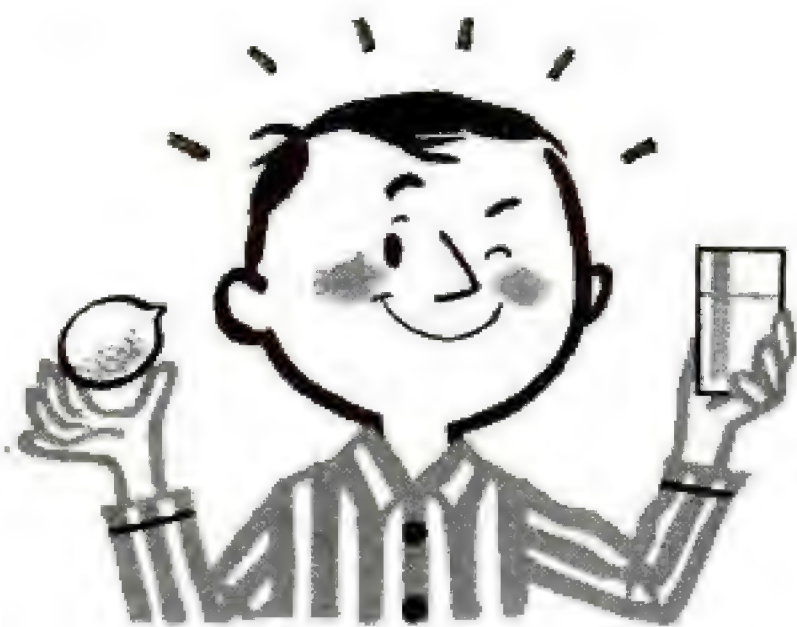
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## DE SAPIO CONTINUED

critics who say that the cleanup job is far from done, not only at the executive committee level but in the lower echelons where he too complacently tolerates questionable characters.

The most easily substantiated criticism of the De Sapio regime, however, is that he is running a one-man show, that there is no organizational strength below the top, no delegation of important power, and that not only the motive force behind the organization but also the tight control against the recurrence of the practices that smeared Tammany in the past rests in Carmine De Sapio's purely personal leadership.

Confronted with the above estimate of Tammany's structural weakness, Carmine De Sapio pointed out that he has had only a little more than a year to build his organization. It was not until after Wagner's election that he had freedom of action. "And then it was like taking over a business that had been bankrupt for 20 years. Young men simply hadn't been coming into the organization. We didn't have the kind of timber moving up the line. Now we're getting good young men again, but it takes time to give them the experience they have to have."

Will there be time enough under his leadership to get the new Tammany firmly established—or will he be moving off to greener fields? De Sapio shrugs. "I'd be perfectly happy to stay right here in New York and get the job done. Believe me, I don't have any big personal ambitions. I've been around long enough to know how little it means to get the headlines. On the other hand—well, how can you plan in politics? Something happens, something changes—you have to take it the way it comes."

The answer is thoroughly in character. Carmine De Sapio does not have the chess-player mind that looks ahead 20 moves to the end of the game. He is much more the poker player, drawing one card at a time, the play decided after he sees the draw. He is holding two aces now—and there are more in the deck waiting to be drawn—but there are other cards too, low as well as high. Who knows how the game will go?

For a moment Carmine De Sapio sits in thoughtful silence. Is he thinking about the dilemma he may face? If there is a beckoning call from high places, does he dare answer it? If he relaxes tight control, isn't there a serious danger that the new Tammany will drift back into its old ways? And if that happens, won't the foundation of his power be gone?

But maybe that is not what he's thinking at all. It's hard to know. It might be easier to guess if those dark glasses weren't shielding his eyes.

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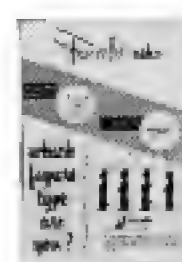
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## BABY ON THE BOTTOM

**Julie Sheldon, who swam at 9 weeks, now plays under water at 19 months**

In 1953, when she was only 10 days old, Julie Sheldon of Los Angeles was taken into a pool by her grandmother, Mrs. Jen Loven, and given her first swimming lesson. At 9 weeks (*left*), already established as the youngest swimmer in the world, Julie could swim for distances up to 10 feet as her grandmother walked closely behind (*LIFE*, Jan. 18, 1954).

Today, an accomplished swimmer of 19 months, Julie

has also become an underwater baby. In the outdoor pool on Hollywood Boulevard where her grandmother keeps toys resting on the bottom in the 4-foot depths, Julie submerges for as long as seven seconds and intently plays with everything from a tricycle (*above*) to a teeter-totter. Mrs. Loven, a children's swimming instructor, is not at all surprised by her granddaughter's daring, explaining, "Julie thinks she's in a big bathtub."





**3<sup>out</sup> of 4**

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## Baby on Bottom CONTINUED



AT 7 MONTHS Julie practiced plunging through the water. Here, in a class with infants her age, she edges off step into the arms of her grandmother.



PLAYING ON THE SURFACE, also at 7 months, Julie (second from front) eyes a toy floating in pool. The other babies are also students of Mrs. Loven.



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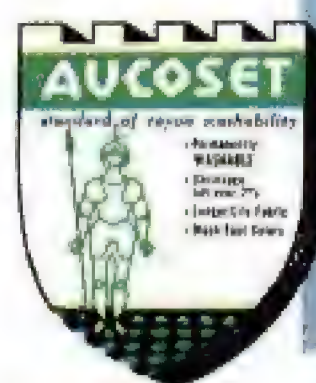
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AS RACING BALLOON AT LEFT MAKES READY FOR TAKE-OFF, OTHERS ARE HELD IN PLACE WITH SANDBAGS. ADVERTISERS PAY BALLOONISTS TO DISPLAY SIGNS

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The quaintly old-fashioned spectacle of balloons gathered for a race filled the sports stadium in the Dutch town of 's-Hertogenbosch last month. There a few of Europe's dwindling fraternity of balloonists entered a race that goes not to the swiftest but to the farthest. Of the 30 gas-filled sporting balloons left in Europe, nine were on hand for the sixth Andries Blitz Cup race.

At 5 a.m. the aeronauts began the tedious job of inflating the balloons

from a specially laid gas line. By late afternoon, amid confusion caused by tricky gusts of wind, milling race officials and inexperienced Dutch soldiers who grappled with lines and sandbags, seven balloonists finally rose skyward. The other two, unable to patch up their faulty balloons, never got off the ground. Making her 100th ascent, Mrs. Nini Boesman out-drifted her rivals and won the cup for the second straight year with a five-hour ride which measured 80 miles on a straight line from the take-off point.



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**TAKING OFF** for race, Mrs. Boesman and crewman Jacques Dementint wave to crowd. Life preserver was put on basket after the balloonist landed in sea.



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Next week in LIFE you will have a chance to witness firsthand just how Jews worship God and how their homage colors their daily lives, as LIFE presents "Judaism," fifth instalment in the continuing exploration of "The World's Great Religions."

Already in this series you have examined with LIFE's editors the spiritual faiths that govern the lives of more than 1.5 million of the world's people. And in the study of the principal teachings of Hinduism, Buddhism, Confucianism, Taoism and Islam you have been given a revealing background against which to interpret the political and economic events of the Orient and the Middle East.

Now for the first time in the series LIFE brings you a close-up of one of the world's great faiths which is also a major religion here at home—Judaism.

To give you a definitive story, yet one of most personal interest, LIFE will not focus on all of world Jewry. Rather LIFE will concentrate on Israel and America, to bring you intimate views of Jews at worship and everyday living; in their synagogues and at their festive family tables; at work on their venerable impressive scrolls and in the grain fields of Israel at Passover. Here you will see Jewish youth seeking the wisdom of their elders and Jewish elders seeking the wisdom of the Torah and the Talmud.

Added to this colorful pictorial demonstration of the way Jews in Israel and here at home approach their personal God will be an informative, readable resumé of the origins, development and traditions of the religion. More than five million of our own American people are part of this long and notable heritage. Here's a chance to learn more about them and the faith they have held with such pride.

Andrew Heiskell, *Publisher*

*The prophet Isaiah, depicted by Moissaye Marans, beating sword into a plowshare.*







## THE TORERO AND THE TABBY

Driven by a snorting, angry bull to the safety of the sturdy wooden barrier, the toreros in the plaza de toros in Seville, Spain had left the toro in sole command of the arena. As they stood there ignominiously, a white cat defied both the bull and all the ritual of bullfighting

by entering the bull ring from the stands. While the bullfighters gaped, the cat circled the arena. At the end of its promenade, when the cat disappeared behind the barrier, the crowd thundered out applause that it usually bestows on only the bravest of bullfighters.





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